

# ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

## Department Stores: Making a Comeback?

They once sat on a lion's share of the appliance market, but what about today? This seven-page EM Week special report answers that question with a look at where the stores have been, where they feel they must go, what they've done to fight and where they stand in 27 cities. *see page 27*

## Survival in Chicago

Keep cool and sit when possible are two tried-and-true ways to fight the Summer Markets and win. For advice on where to eat, drink and make merry—plus a Market map . . . *see page 58*

## Who's Showing What At the Markets?

Here's a rundown on the new products that Gibson, Hotpoint, Norge, Tappan, Waste King and a host of other manufacturers will be showing in Chicago. *see pages 4, 6*

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## FOR A CHANGE

# Summer Markets Are A Big Deal

- **IN WHITE GOODS**, at least, slumping sales and big inventories lead everyone to expect some sharp pricing during the week's Market.
- **IN TV AND HI-FI**, however, deals may be harder to find and interest will center on those long new lines.

A white goods price break in Chicago wouldn't surprise a lot of industry people this week. Even the confident admit, "There's a lot of stuff here and it's all in the wrong place." They mean the factory, of course.

There are more than two schools of thought, but the two extremes are these:

"They'll take half a loaf and quick" is the cynical and worried view.

"At the moment, the people who've got 'em can digest 'em" say the confident and worried.

### The storm signals are these:

- Unemployment in appliance production has hit the over-4,000 mark for sure, and the industry is murmuring about unreported and quiet layoffs.
- Factory shipments are down—most seriously in the big volume categories like refrigeration and washers. The generally approved peg at the moment is, across the factory board, about 10%.
- Despite a reasonable retail rate, dealers are buying only "hand-to-mouth." One sales manager wailed late last week: "I just got a half-car order from a top department store account!"

Despair is not universal in white goods. Comfort in high places is drawn from the fact that an orderly workdown is in progress—that is, the factories stopped building more, anyway.

Old-time refrigeration men dust off, with reason, the weather alibi—it is a fact that there has been no concentration of hot weather except in April all along the Eastern seaboard and through the industrial Midwest.

**The push, the "bezzazz," will be on TV.** Stereo will have to take a back seat until the Music Show next month.

At the moment, though the trend has backed off since May, brown goods look pretty good. The dumps are all over, and dump-price inventory at retail is moving out now.

Although the big numbers touted early are no longer serious, the industry looks for a good picture at year-end. Unit sales will be up some, and since it's a step-up year with plenty of selling features, total dollars should be way up as well.

The situation is shaped up for action, if not comfort, at the factory level. That's why it should be a more interesting Market than usual.

## At the Pier: Foreign Goods

Within sight of the Furniture Mart and just a dozen blocks from the Merchandise Mart, Chicago's International Trade Fair opened its festooned doors this morning. Before they close again, in three weeks, nearly a million buyers and visitors will have seen the 300 exhibits which fill half-mile-long Navy Pier.

**Summer Markets buyers** will have the fair all to themselves until Friday. Hours are 10 to 5 today, Thursday and Friday; 10 to 8 tomorrow and Wednesday. On Saturday, the pier will be opened to the public.

Enticing the buyers will be the foreign product displays—21 national exhibits and several hundred private ones. Especially appealing to appliance people will be the booths of Japan, Germany, Great Britain, Israel and Poland—all of which are expected to show electrical products of one type or another—plus a dozen or more displays set up by individual import concerns which handle foreign-made radios and housewares.

For all of that, the Chicago show won't have

much not already seen at last spring's New York Trade Fair.

**Japan, as usual, will be there** in strength. Its 10,000-square-foot space will have transistor radios (Hitachi, Mitsubishi, Tokyo Shibaura and Mitsui); tape recorders (Hitachi); sewing machines and electric fans (Mitsubishi).

**Israel and Poland**, two newcomers to the electronics arena, will be watched closely since both have indicated electrical products will be included in their national exhibits displayed at the fair.

Israeli exhibitors include Electrical Motors and Appliance Industry, Ltd., hair dryers and fans; S. Friedman, Ltd., refrigerators; NEDAF, electric vibrators; and Zephyr, record players. Polish exhibitors have not been listed by company or by product.

German vacuum cleaners and sewing machines, Italian sewing machines and British power tools all are on display at either national

*Continued on page 2*



# Hoffman Pitches Style, Quality

Company pushes trip to Paris in 1961 as incentive for dealers and distributors, who cheered every introduction of a cabinet line during the show at Las Vegas

"We may not sell the most TV and Stereo-fi in '61, but we'll sell more quality and style than anyone," Ray B. Cox, vice president and general manager of the consumer products division of Hoffman Electronics Corp., said in Las Vegas as the company's 1961 line of 72 models was enthusiastically unveiled to more than 500 distributors and key dealers.

And the whole presentation was keyed to "quality and reliability unprecedented in home entertainment" in the talks by Cox, Paul E. Bryant, vice president in charge of sales, and finally President Leslie Hoffman.

Only diversion from this thinking for 1961 was the announcement of Hoffman's plans to fly distributors and key dealers to Paris for its convention about May 15, 1961. With berets as convention wear, French posters, films and a visit from a member of the French embassy, the company concentrated on building up the attractive objective of its Paris trip.

Qualifications for the Paris trip will be based on points per purchase of Hoffman's 1961 line beginning immediately. The slogan "Sui-vons Hoffman" (Go With Hoffman) was established for the distributors and dealers for '61.

Complete re-tooling at a cost of over \$125,000 was defined as the

reason for Hoffman's new line, which features:

- A 19-in. portable that the company believes has reached "the highest peak in performance and reliability ever achieved in portable television."

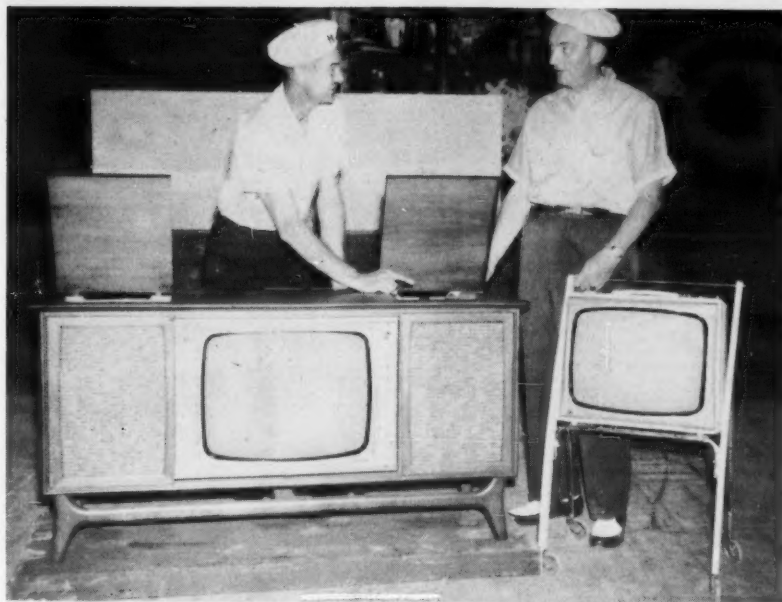
The set offers a hand-wired, transformer-powered Super Mark 10 chassis designed for cooler operation and longer life. It features an 18,500-v. bonded image tube. It goes for under \$200.

- A "Concert Theatre" model, a complete home entertainment unit featuring a 23-in. TV, Stereo-fi, AM/FM radio and stereo simulcast. It's in the \$700 bracket.

- "Close up" remote control which enlarges the center of a TV picture by 25%. Ideal for watching sports events, explained Paul Bryant, "It is like having a front row seat as you relax in your easy chair."

- One-year warranty on all parts and tubes for the full 1961 line of Hoffman TV. "This is indicative of the company's confidence in its products," Cox told distributors and dealers.

Behind the testing of the 1961 line was the availability of Hoffman's military products testing laboratory, Leslie Hoffman told the group. Sets were tested at simulated altitudes which went as high as 25,000 ft. to check for high voltage arcing.



THE HIGH AND LOW END of Hoffman's 72-model TV, Stereo-fi and portable radio line is inspected backstage during Las Vegas showing by company vice presidents Paul Bryant, left, and Ray B. Cox. The new "Concert Theatre" is in the \$700 bracket while the 19-inch portable comes in at under \$200.

- Horizontal, hand-wired chassis, a sales feature which can be used in pushing the new Continental series. Bryant pointed out the importance of spacing components so the heat from one part is not concentrated in another.

- Continuation of a line of 21-in. TV models with a price reduction of up to 10%.

- A major effort to hit the transistor portable market with the introduction of a seven-transistor model at \$29.95 and an eight-transistor model at \$34.95. The well-established solar-powered portable will be continued with the price dropped to under \$50.

Cumulative box score of other new TV lines on page 8

## IT&T Studies Import Business

International Telephone & Telegraph Corp., the giant utility holding and electronics manufacturing company, may resume sales of consumer appliances. IT&T's last try at the appliance business ended in the mid-50's with the sale of Coolerator and Capehart-Farnsworth. But now an intensive market study is afoot to put the company back in the TV, radio, phono, refrigerator, and air conditioner fields—with products made abroad by several of IT&T's many wholly controlled and affiliated companies overseas.

A sign that things are stirring within the marketing sections of the giant company was last week's announced appointment of Frederick Holzer to a newly created post—

director of consumer marketing. He is in charge of a study group trying to decide if IT&T will begin marketing consumer goods again.

IT&T companies abroad—in England, Japan, West Germany, Belgium, France, Australia, Brazil, Argentina and Chile—are making consumer electronics for foreign domestic consumption. Will they be brought to the U.S.? The answer depends on findings about the relative economics of tariffs vs. lower European production costs.

In any case, there is little doubt among industry observers that IT&T can deliver the goods from such sources as its Nippon Electric Co., Ltd. and Sumitomo Electric Industries, Ltd. in Japan. All company officials need is the go-ahead from the marketing boys. And according to one spokesman, "There's a better than 50-50 chance that they'll get it soon."

## Yesterday ... Tomorrow ...

They're one at Amana. That's part of the headline the Iowa firm will use to kick-off an eight-page, full-color insert in the July issue of "Coronet" magazine which goes on sale tomorrow.

The ad, a company statement explains, will combine "for the first time in print the entire Amana product line with . . . the story of Amana craftsmanship and its old-world heritage." A million reprints of the Coronet insert will be the basis for a summer-long Amana promotion.

The reprints, enclosed in a four-color cover, will be given to Amana dealers throughout the country. As a tie-in, customers can purchase comedian Gary Moore's \$3.98 "That Wonderful Year" recording for a dollar, plus a coupon clipped from the reprint. A personal "thank you"

note from Moore (Amana is one of his sponsors) will accompany the disc.

Amana dealers have already received a June issue of Coronet, in which the program was generally announced.

The ad itself, says in part: Amana is the name of seven villages in Iowa, and the people in them are freedom-loving craftsmen who first settled this community over a century ago.

"Here too, is Amana Refrigeration, Inc., world's leading manufacturer of food freezers. Here 20th-century efficiency blends with the time-honored skills of seven generations of Amana people."

The full headline, incidentally, reads, "Yesterday . . . Tomorrow . . . They're one at Amana where craftsmanship is a way of life."

## ... at Navy Pier: Products From Abroad

CONTINUED FROM PAGE 1  
or private booths, to round out the electronics side of the fair.

On the non-electrical side, the trade show will feature products ranging from automobiles (Volkswagen, Mercedes-Benz and some Japanese models), to cameras (Japan and Germany), to handcrafted gift items (Hong Kong, India and a dozen other countries). Chicago's goal with this, its third International Trade Fair, is to match the

famed European fairs in both product mix and import.

To amuse fair visitors, the sponsoring Chicago Assn. of Commerce and Industry has dreamed up plenty of gimmicks. There will be a water-thrill show off the tip of Navy Pier, excellent meals served aboard a luxury-liner tied to the pier, a troop of Japanese Giesha girls and a crack at 15 trips to world trade centers for buyers at the show.

A unique cooling system will help rid the pier of the muggy heat which annoyed buyers at previous fairs (Sol Polk showed at the 1957 fair and cooled his space with several hundred operating air conditioners).

For most appliance men, the trade fair will come as a welcome—and colorful—break in the daily grind of Market visits. And there's always the chance that something new will turn up at Navy Pier.

## Will Remote Controls Clean up Ads on TV?

The popular remote controls on TV sets pose a threat to "obnoxious" programs and commercials. Ross D. Siragusa, president of Admiral, said the company merchandises the controls as a convenience, but, he added, "Advertising men no longer can ignore the threat held by an estimated 3 million homes having television receivers with remote controls." He said most obnoxious are drug store-type commercials.



# REGIONAL ROUND-UP:

Appliance sales last week were "fair to good" in most places, but in some cities local conditions made sales "fair to fooley."

**EAST . . . PITTSBURGH**—Bad weather, mill layoffs and slow-down of steel production were adding up to lifeless appliance sales here. Sales were not tail-spinning, but they weren't going anywhere either. And little promoting was afoot.

"I keep my head above water with service work more and more," said dealer George Boyd of A & B Appliances. He was talking about the effect of stiff discount competition.

In this steel-sensitive town the slowing of steel output was hurting. "We hear the small mill towns already are feeling pinched by layoffs," reported Tauberg Distributing Co. Other distributors heard the same but were puzzling over consumer psychology. "We see no real immediate reason for the public's resistance," was a typical comment.

Westinghouse appliance sales revealed that May business was off about 20%, but the first weeks in June were perking things up.

An appliance buyer for Fall-er's, with three outlets near the city, was finding business comparable to last year, but not up to expectations. Mill layoffs and, until recently, bad weather were blamed.

Fall was shining as the bright hope for many appliance dealers. One dealer was looking hopefully to predictions that auto companies would increase steel purchasing. Said a major distributor, "We've been in a slight recession, so I'm told. But now we've reached bottom and are beginning to start up again. Most everyone seems to feel that business will improve about September."

Westinghouse, planning a big

push as sponsor of both political conventions this summer, was hoping to give the appliance business overall a healthy boost.

**WEST COAST . . . SAN DIEGO**—Aircraft industry strikes were slowing an improving sales flight for appliances here.

Uncertainty caused by existing and threatened walkouts in the country's biggest industry were resulting in a marked, but so far unmeasured, sales dip.

Dealers were reporting that TV was down but, surprisingly, color TV was doubling. Washers and refrigerators were also taking a beating. Gas ranges were dropping but electric ranges were pushing upward.

The annual spring fair of modern home ideas helped the sales picture and drew a crowd of 150,000.

Dealers said a big summer drive was being planned by the Bureau of Home Appliances of San Diego County's new air conditioning division. Chairman Richard Huntington said that the campaign will aim at all markets.

**NORTH CENTRAL . . . SIOUX CITY**—In general, appliance sales were continuing fair to good here last week.

John H. Garvey of Garvey's was looking to a brighter future in moving his already prosperous shop to Sunset Plaza, the city's first shopping center going up on the north side. "Air conditioners present (straw hat) business this year," Garvey said.

Carryover and used conditioners were moving rapidly, but dealers were awaiting a hot spell for new models to start

moving in hot competition.

A rush of new coin-op laundries was knocking the legs out from under washer sales, claimed William Wobbema of William's. Other dealers were predicting that more and better advertising would win back coin-op patrons and washer sales.

Sioux City Appliance Dealers Assn. was sitting out another squabble with journeyman and master plumbers who were seeking an ordinance requiring plumbers only in washer, drier, disposer, etc. installations. Dealers were hesitating to predict city council action, but some said such an ordinance would mean the end of home service by dealers.

**SOUTHWEST . . . AUSTIN**—June heat, after a late and cool spring, was building a fire under air conditioner and refrigerator sales here. Across the board, though, business was not coming up to expectations in most appliance stores.

Temperatures in the upper 90's were lifting the doldrums for large appliances at Montgomery Ward, Sears and Cabiness Brown Furniture. But the traffics were continuing slow.

Hiram Brown of Cabiness Brown was blaming treks to trading stamp redemption centers, which he estimated distribute \$500,000 worth of merchandise each year.

Air conditioners, 1½-ton size, were most in demand. Electric ranges were extremely slow, and dealers were scoring low-cost fuel and the large number of built-in appliances homes.

Sears reported demand for washers and driers, a slip for TV and hi-fi.

"Nothing's doing well here," concludes Goodyee's Ben Chote.

**MIDWEST . . . CHICAGO**—Days of rain and chilly weather left air conditioners stacked on dealers shelves here last week, but white goods were up.

Everyone was talking about the bleak weather. "It's just rotten," moaned one southside dealer. "I'm using my electric blanket again, so how can I hope to sell air conditioners." As he spoke, Chicago was being bathed by its fourth straight day of rain and the temperature was 59.

Some dealers, though, were reporting a nice upturn in laundries, refrigerators, ranges and small TV.

"Business is good now," said Les Wolfson of Irv Wolfson Co., a big northside dealer. "It started picking up maybe 10 days ago," he said. At Wolfson's laundries and ranges were selling best. But air conditioners were slow.

And from a westside dealer: "Refrigerators are going great guns for us." Couldn't say the same for air conditioners though.

Other dealers weren't sure about the upturn. "It's been spotty for us," declared a man with both a southside and suburban store. "You might say there are plenty of hills and plenty of valleys with just a few more valleys."

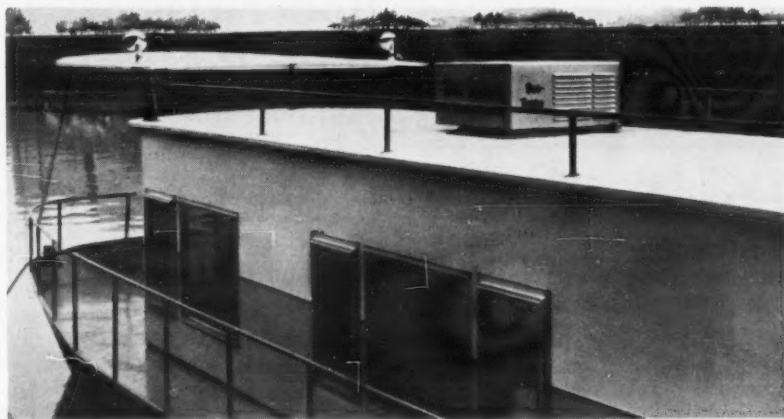
Even at that, he conceded business was better than it had been during the first quarter. "I'm not saying things are really bad now," echoed another.

One very saleable item here was power mowers. Dealers who were selling them were happy, and those who were not were beginning to wonder.

## BUSINESS BRIEFS

● Marked advances in ownership of dryers and automatic washers are shown in the 1960 Consolidated Consumer Analysis issued by co-operating newspapers in 21 regional markets. The 15th annual edition of the report, a 130-page volume, is being mailed to 3,500 advertising agencies, manufacturers and distributors. The report also shows that TV ownership has hit 96.3% and that power lawn mowers now are found in 43.1% of families surveyed. Gas ownership is dropping and electric range use is climbing was also revealed in the report.

● Westinghouse will flood the Democratic and Republican national conventions with commercials in a major promotional effort on CBS. There will be portable appliance "convention specials" and "operation ready" during which about 650 major appliance distributor salesmen will report on July 8 that they have informed their dealers of the company's giant "people's choice" sale during July.



## The Insulaire Is Far North-Bound

ALASKA IN SUMMER isn't as cool as most tenderfeet might think, and so when adventurer Jack Bremer set out on an Alaska trip aboard his all steel houseboat, *Insulaire*, he was supplied with a rooftop air conditioner by Motor Wheel Corp. of Detroit. The air conditioner can cool the entire cabin of the 34-foot craft. Bremer will cruise the Yukon River from Whitehorse, Yukon Territory in Canada, to the Bering Sea, near Nome. With his companions, Bill Jennings, an outboard mechanic, Bremer hauled his boat from Chicago to Lake Labarge, source of the 2,500-mile Yukon River. They plan to travel down the river with stops at Dawson and Fairbanks. Bremer has traveled northern rivers before, in Eskimo kayaks and open motorboats, but this is the first time that he has voyaged in air conditioned luxury. The air conditioner is a duo-therm model 100-A which takes up no living space for installation.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)  
12:30 P.M. (NBC) It Could Be You (Monday-Friday)  
10 P.M. (NBC) The Emmy Awards

### TUESDAY

9:30 P.M. (NBC) Arthur Murray

### WEDNESDAY

9:30 P.M. (NBC) The Price Is Right (Emcee: Bill Cullen)

### THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

### FRIDAY

8:30 P.M. (NBC) Head of the Class  
9:30 P.M. (NBC) Masquerade Party

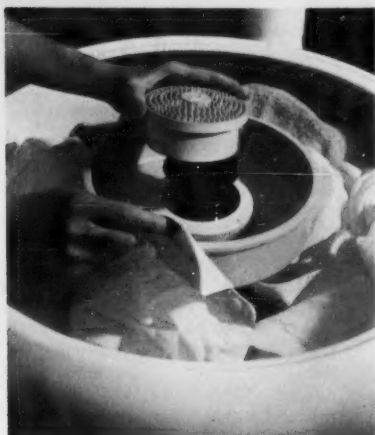
### SATURDAY

10 A.M. (NBC) Howdy Doody  
10:30 A.M. (NBC) Ruff & Reddy  
7:30 P.M. (NBC) Bonanza

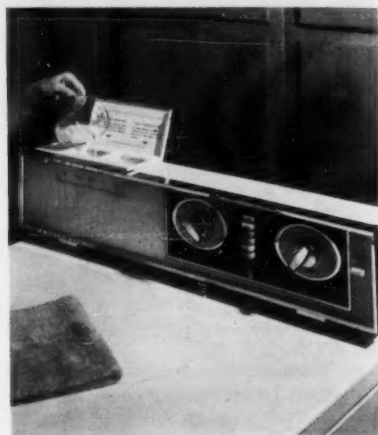
### SUNDAY

8 P.M. (NBC) Music on Ice  
9 P.M. (NBC) Chevy Mystery Show

## NEW AT THE SHOW



NEW FEATURE for Norge is the clothes scrubber for use with extra dirty articles before washing begins.



DISPENSOMAT into which model is pouring conditioner gives Norge more step-up combinations in new line.

## Norge Shows '61 Line

And the line-up of products unveiled at the Chicago Markets shows a number of gadgets designed to make the company's washers and dryers more versatile

New wrinkles appear up and down the Chicago-based company's 1961 line, including "one-touch" control and expanded automatic dispensing on automatic washers and dryers, more combos and additional automatic features on

wringer washers.

Two top-end automatic washers feature the one-touch control system with rainbow-colored pushbuttons, while three washers offer built-in Dispensomat. Four dryers have built-in clothes sprinklers and eight dryers include a bell which chimes five minutes before the unit shuts off.

Norge's full automatic washer-dryer line consists of six washers and 10 dryers—five gas and five electric.

Topping the washer line is model AW-G-870 with four Dispensomat compartments (detergent, bleach, water and fabric conditioners) and eight pushbutton controls. Next comes the AW-G-670 with six buttons and two Dispensomat compartments and the AW-G-470 with a single Dispensomat compartment.

A dispenser wheel, which automatically adds water conditioner is optional on lower-end washers.

Eight pushbuttons control the top-end DG-G-870 (gas) or DE-G-870 (electric) dryers, while the clothes sprinkler—it is filled from the top of the dryer—appears on both the "870" and "670" models.

Four combos—twice as many as last year—appear in Norge's 1961 line.

The higher-end "80" series of combos, available in gas and electric, features a built-in backguard Dispensomat unit and a choice of six washer cycles. The lower-end "40" series—also in gas and electric—offers three wash cycles.

Dispensomat thus gives Norge a stepup in combination washer-dryers, too.

New to the combo line are "heat" and "fluff" cycles; the heat cycle circulates heated air and the fluff cycle provides tumbling in air at room temperature. The user gets heat without tumbling and tumbling without heating, a wash-and-wear sales point.

Six wringer washers round out the Norge 1961 package, and a clothes scrubber is the new wrinkle here. Designed to scrub shirt collars and cuffs, it is a rubber attachment with 208 tiny, flexible fingers which fits over the agitator. The user holds the garment against the scrubber, which is rocked back and forth by the agitator.

A modified version of the scrubber—with nylon bristles—now appears on the \$139.95 and \$159.95 Kenmore wringers sold by Sears.

The scrubber and a lint filter agitator will appear on the two top-end 10-pound-capacity washers.

## MZA Presents Market Specials

MZA industries, which made its maiden appearance at last January's winter Markets, showed up in Chicago today with a pair of summer specials—a 16-foot refrigerator-freezer combination and a 10-pound wringer washer with lint filter agitator.

Price tags are \$299.98 "plus trade" on the double-door box and \$99.95 on the washer.

Strictly speaking, the Franklin-built refrigerator-freezer is not a new item since it has been available for private label use. Western Auto, for instance, markets the box under its "Wizard" label for that same \$299.98 "plus trade" deal. This is the first time, however, the unit will be available to independent dealers.



MZA is showing this 16-foot refrigerator-freezer at the Markets.

The double-tub washer (all MZA and parent-firm Marquette Corp. conventionals are made by Marshall Wells) is being offered in pink, aqua and white.

## The British Push TV

Tucked away on the second floor in a corner of New York's Coliseum members of the audio manufacturing group were busy showing merchandise to British exhibition visitors last week.

The bulk of the equipment displayed by such companies as Beam-Echo Ltd., Brenell Engineering Co., Ltd., Ferguson Radio Corp., The Gramophone Co., Ltd., Lowther Manufacturing Co., and Truvox Ltd., was audio (that's the British term for high fidelity) components and tape machines.

But one company—Bush Radio, Ltd., was grabbing attention with television sets: Two 23-inch square-line bonded screen console sets with African walnut veneer cabinetry and pushbutton channel selectors.

The sets were here for "prestige" factors, admitted James Guthrie,

export manager for Bush. Although the company had hopes of cracking the U. S. market, price will probably cut the chances down to nothing.

Model T. 531, with one front speaker, would sell for about \$380 to \$385 here. Model T. 533, with a pair of front speakers, goes for \$395.

But Bush was hoping to land a distributor for its radiophonograph combo which came with two matched 10-inch speakers, Garrard four-speed changer and AM made for UL approval in radio (projected price: \$295); a battery-operated transistor portable (\$79); a short-wave transistor portable (\$99 to \$109), and a transistor 45 rpm portable record player (\$79).

Admitting that trade people he had spoken to here had considered the prices high, Guthrie said his hope was to sell by "appearances."

## From Hamilton: 19-Unit '61 Line

The Wisconsin concern brings gas and electric dryers and matching washers to the Markets in Chicago

Hamilton is offering a 19-unit 1961 line (10 dryers, nine washers), capped by its top-end "400" series.

Available in two gas models (automatic ignition and constant pilot) and one electrical model, "400" series dryers offer Hamilton's exclusive "twin air-streams"; three cycle rotary timer with separate cycles for normal, wash-and-wear and wool; a no-heat air setting;

"sun-e-day" ultraviolet lamp and a zinc-bonded tumbling drum.

Matching "400" series automatic washers are available with or without suds return. They feature triple filtering action and five separate rinses plus automatic bleach injections.

Two "400" series washers include an eight-position automatic program selector which picks wash and rinse water temperature, agitation and spin speeds.

Hamilton distributors saw the units last week in a preview at the firm's Two Rivers, Wis., plant.

## Roper Has Market Range Specials With Possibilities as Built-ins

This year's Market special at Roper will be a pair of free-standing ranges designed to hit built-in business. New units will go in the Midwest at about \$219.50 for the M312-16 and \$279.50 for the M312-16.

The new ranges represent a new style trend at Roper and are both 30-inch models, so they're called style-line "30." Coppertone is the color, chrome is the trim. Styling is

described as sculptured which means the edges are squared.

Roper really thinks the new ranges have built-in possibilities, is going to furnish a T-strip as an accessory which will allow buyers to conceal the break between the range and an adjacent countertop. Other features include a 25-inch oven, smokeless broiler and automatic three-way lighting.

## Compact Monitor Freezer Fits . . .

. . . and it fits where many customers would like to keep freezers—under the kitchen counter.

Unveiled for the first time at the summer Markets in Chicago, Monitor's new 4.1-cubic-foot freezer complements the company's midget washer and refrigerator. In designing the new "under-counter" freezer, Monitor took the dimensions of a typical kitchen counter and built the freezer to fit them. Result is a compact job, 34½ inches high, 23¼

inches wide, and 23¾ inches deep.

Suggested retail price is \$189.95, and Monitor feels there is a big market for a small freezer in this price range. Big advantage is that the freezer is readily accessible, yet out of the way in the kitchen working area. It is powered by a 1/16-hp Tecumseh compressor and will hold 140 pounds of frozen food at zero degrees in room temperature of 100 degrees F. The shelves are adjustable and the door is magnetic.



## THE QUALITY OF HOTPOINT

ONE INCH  
EQUALS  
SIX CUBIC FEET

New sealed-in-gas Hotpoint Wonderwall (top) is only half as thick, yet 100% as effective, as ordinary insulation (bottom).



Hotpoint engineers have long known that the storage capacity of a refrigerator could be greatly enlarged if the thickness of the insulation could be reduced from two inches to one inch.

However, a one-inch thickness of ordinary insulation would have resulted in excessive loss of cold, severe strain on the refrigerating unit and shorter unit life. To conquer inner space, a new high-density insulation was needed.

After six years of research and testing, Hotpoint this year introduced Wonderwall — a revolutionary new kind of insulation that's only half as thick, yet every bit as effective as ordinary insulation. Wonderwall's remarkable insulating power is made possible by sealing a one-inch thickness of glass fiber in a sturdy 6-layer laminated air-tight wrapper filled with R12, the same harmless gas used in the refrigerating system.

As a result of Wonderwall, Hotpoint—and only Hotpoint—now offers an 18 cubic foot refrigerator-freezer that fits in the same floor space as an ordinary '12'.

Imaginative engineering such as this results in quality products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .  
If you're not a Hotpoint Dealer, you should be!

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

## NEW AT THE SHOW



TAKING A NO-STOOP VIEW of the Waste King Universal free-standing gas range's oven, a model checks out features in the new three-series line.

### Waste King Shows Contemporary Look

The three-series line of Waste King Universal free-standing gas ranges was introduced at the Markets last January and again, starting today, in Chicago. But this time the line is available for distribution.

Designed by Henry Dreyfuss, the ranges feature what Waste King calls a clean, contemporary look. There's a full-width oven door with over-sized windows and clock-controlled baking and roasting devices built into the ranges.

The roast guide provides automatic roasting by dialing the weight

for type of meat to be cooked. Clock control does the rest.

Other features include the dish-size chrome-plated burner bowl and sculptured stencil supports and patterned glass in the oven window which is supposed to hide messy pans when the oven light is off.

Optional equipment includes a kitchen heated low or high broiler, double oven, drip trays, thermostat-controlled "burner-with-a-brain," a high-low burner and a thermostat-controlled grid. Imperial models are equipped with a rotisserie.



DESIGNED FOR EASE, this new 40-inch Tappan gas range features eye-level convenience. Other features: chrome-lined oven and broiler, rotisserie.

### Hang It on the Wall Tappan Says Or . . .

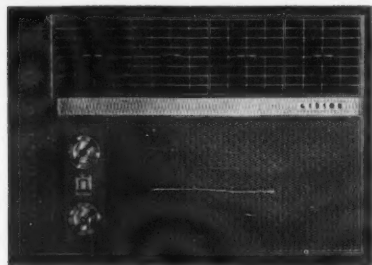
. . . mount it on a base cabinet or use it as a built-in. That's the choice being offered in the company's gas and electric ranges which went on display today at the Markets.

The gas "400" model, developed by Tappan and O'Keefe and Merritt Co., will be available in 30- and 40-inch versions with eye-level double ovens and controls, a hide-away cook top, a solid sample cutting board and edge lighting for all instruments. The eye-level control panel across the top of the range houses controls for the oven, broil-

er and top burners. Also located there: Oven thermostatic control, automatic clock, rotisserie switch and the automatic control to regulate roasting.

When not in use, the cooking top slides under the broiler-oven section and locks.

Virtually the same features are offered in the two new models Tappan has added to its "Fabulous 400" electric range series. Model 431, a 30-inch with the four-element cook top, has single eye-level oven and controls; model 441-B, a 40-incher, has an oven and broiler.



HERE'S GIBSON'S new air conditioner.

### Gibson Shows Off Market Specials, Including 2 New Air Conditioners

Gibson will introduce two new 1½-hp room air conditioners, a promotionally priced 22-cu.-ft. upright freezer and a Market special frost-clear refrigerator-freezer combination today in Chicago.

The air conditioners, carrying approximate list prices of \$289, are

the same except that one is a 208-volt and the other a 230-volt model. Each has fresh air and exhaust, two-speed fans, "C" setting for constant cooling. They fit 24-inch windows. They will be merchandised on a multi-room cooling capacity theme, with ratings of 12,500 Btu.

The freezer stores 756 pounds with a tilt-down package guard on the bottom shelf, a six-position center shelf and five full-width door shelves.

Gibson's refrigerator-freezer will be merchandised in the \$429.95 price range. It has 16.4-cu.-ft. capacity with room for 162 pounds of frozen food storage. The combination has fast-freeze slide-out shelf, gold aluminum juice can rack, gold aluminum package rack, as well as two 15-quart sliding crispers.

### Hotpoint Puts Freezer, Refrigerators Into Line

Hotpoint dropped five new medium-to-low-end refrigerators—three with double doors—and a 14-foot upright freezer into its line at the summer markets. All six units have already been seen by distributors and have appeared in some company advertising.

And none are "thin-wall" models. All three double-door boxes are

13-foot models. CW-13A features adjustable swing-out shelves, a 105-pound freezer compartment and a porcelain crisper. CL-13A has non-adjustable swing-out shelves and no porcelain crisper. At the bottom end is CK-13A.

The single-door units are SD-13A, a 13-foot box with a 60-pound freezer section and SD-11A, an 11-foot model with a 50-pound freezer.

The upright freezer has a 473-pound capacity. As usual, the units do not carry suggested retail prices.

### Wedgewood-Holly Shows a New Range

Taking a bow at the Markets today is Wedgewood-Holly's new double-oven range. Billed as "Kare-Free Kook Center," the range either stands by itself on contemporary styled legs, or with peg-legs removed, it's a built-in. And continuing the trend of taking the "white" out of white goods, W-H has finished its new range in dramatic col-

ors—ice-blue and brushed chrome.

Features of the "Kook Center" include: A built-on matching hood containing a condiment shelf just above the stove top, an exhaust fan, a full-width fluorescent light, oven-on, oven-ready lights, and an eye-level control panel with automatic cooking clock; "flame-set" top burner heat control; one standard oven and one barbecue-broil oven with triple-motorized rotisserie and vanishing grill, glass windows in both ovens.



**NOW**

you can  
sell both chest and  
upright advantages  
with the all-new...

**616 lb.  
USABLE  
CAPACITY**



Model FR18A

# 2 in 1

## HOTPOINT SPACE AGE 18 **FREEZER** WITH NEW HOTPOINT WONDERWALL

- ★ 382 lb. capacity upright section above gives quick accessibility to foods used most!
- ★ 234 lb. capacity "swing-out" basket section below for long term storage of bulky items!
- ★ One inch of new Hotpoint Wonderwall does the work of two inches of ordinary insulation—and only Hotpoint has it!
- ★ All shelves fast-freezing—new Magna-Seal doors—built-in design—many other features!
- ★ Ask your Hotpoint Distributor about how easily you can sell both chest and upright prospects with this one appliance!

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER, YOU SHOULD BE!



# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

**HOTPOINT IS DOING BIG THINGS IN A BIG WAY!**

# NARDA: '59 Profits, 2.24%

That's the result found, before taxes, by the 1959 cost of doing business survey. It's a .54% gain over 1958. And for the first time, there were indications of service profits

This year's presumptive look at service statistics—presumptive because the sample was drawn from two years' reports with neither year heavy enough to constitute any kind of certainty—may prove unpopular with those dealers who are used to

thinking they've been losing money on service. According to the published survey of dealers' figures, total service revenue is some 15.8% of combined sales, and returns a 2.86% profit. Service volume breaks almost 50-50 parts and labor.

Line	Item	NATIONAL AVERAGES						
		1959	1958	1957	1956	1955	1954	1953
1.	Net Sales (Merchandise + Service) ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-a.	Net Sales (Merchandise Only) .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2.	Costs of Goods Sold (Mdse. + Serv.)*	64.6	64.5	66.1	67.7	65.7	66.0	67.1
2-a.	Cost of Goods Sold (Mdse. Only) .....	70.4	69.7	70.4	69.3	68.4	68.8	70.2
3.	Gross Margin (Mdse. + Serv.)							
(Line 1 minus Line 2) .....		35.4	35.5	33.9	32.3	34.3	34.0	32.9
3-a.	Gross Margin (Mdse. Only)							
(Line 1-a minus Line 2-a) .....		29.6	30.3	29.6	30.7	31.6	31.2	29.8
4.	Total Operating Costs (A thru E below)	34.4	34.4	32.3	31.1	30.9	31.4	30.6
A.	Administrative .....	24.8	24.4	23.1	22.1	22.2	22.3	21.2
1	Owners & Exec. Remuneration ..	3.3	3.1	3.5	3.7	3.2	3.8	3.4
2	Office Salaries .....	3.2	2.6	2.7	2.8	2.4	2.2	2.2
3	Salesmen's Pay .....	6.6	7.1	6.4	6.0	7.2	6.0	5.6
4	Servicemen's Wages & Expenses	7.4	7.0	6.5	5.5	5.2	5.5	6.0
5	Vehicle Expense .....	2.1	2.5	2.4	2.5	2.7	2.9	2.4
6	Other Administrative Expense ..	2.2	2.1	1.6	1.6	1.5	1.9	1.6
B.	Occupancy Expense .....	2.5	2.5	2.9	2.6	2.8	2.9	2.5
C.	Advertising Expense .....	2.8	2.8	2.4	2.6	2.5	2.5	2.5
D.	Bad Debt Losses .....	0.6	0.7	0.6	0.4	0.4	0.3	0.4
E.	All Other Expenses .....	3.7	4.0	3.3	3.4	3.0	3.4	4.0
5.	Net Operating Profit** (L 3 minus L 4)	1.0	1.1	1.6	1.2	3.4	2.6	2.3

\*Does not include Servicemen's Wages and Expenses.

\*\*This is Net Operating Profit after all taxes. Other income is not considered in this schedule.

## Kelvinator Again Turns Up Burner Under No-Model-Change Policy

The pinch of spice last week in front of the press in New York's Hotel Pierre was a prove-it-yourself test on annual model changes.

Following remarks on the state of the economy by American Motors President George Romney, B. A. Chapman, general manager, and Homer L. Travis, sales vice president, set the stage for their demonstration.

Travis ticked off 32 improvements made in last year's automatic washer in order to underscore the basic

value of the no-model-change policy. "If our engineers had been occupied with developing change for change's sake, they would not have had an opportunity to work out all of these genuine improvements."

Answering again questions posed last winter at the announcement of the policy, Travis told EM Week that dealers and field personnel are 100% behind the move, and that there has been no criticism whatsoever of the absence of new line introductions or of output of specially priced outdated promotional

ably miss the 4.2 million units of 1959 by 10%.

● Industry is in a replacement market, which means that half the units to be sold will have to displace old units, and trade-in becomes the must way to sell.

● Upgrading already is underway. The profitless low-end promotional model took less of a toll this year. The average retail sale has turned up from the down curve of the past three years (\$62, \$60, \$58) to \$60.50 this year. The step-up self-propelled rotary—which does about one-third of the industry mix—is up 19% in units over previous

Returns this year were 16% higher than last year, with figures from 30 states and a foreign country. The sample showed a new high in total sales, up some 14.2%.

Refrigerators went from 12.8% of sales to 15.6%; inventories were up 26.1% at the close of the year; inventory turns went up slightly to 5 times from 4.6 times.

In the breakdowns by volume, only broad general outlines came clear. The categories—over \$500,000, \$250-500,000 and under \$250,000—each maintained a profit position, but each in its own fashion. The big boys lost ground in operating profits, but their "other income" went up sharply; the medium-sized operations did well on both counts, and best for the three categories—2.8% before taxes—while the smaller firms retained their traditional high operating profit, and fell down on "other income."

On the financial side, the survey shows assets went up some 8.6% during 1959, but that debts went up 10%. Inventory to net working capital was 78.3% on Jan. 1, 1960, at the beginning of 1959 it was 73.8%, on Jan. 1, 1958, it was 96.1%. Obviously, dealers worked things off pretty well during 1958, but slipped a little in 1959. NARDA's economist, Richard E. Snyder, feels that 70% ratio of inventory to working capital would be better.

Almost the last figure in the survey is net profit on invested capital, held by many to be the real key to judging a business. For NARDA members surveyed, this figure went up again in 1959, to 11.29% from 10.91%. While it must be judged along with other figures, this rise in profitability indicates 1959 was not a bad year.

models. Instead, "sound promotional programs" are carrying the sales push for Kelvinator.

Chapman said: "The creative challenge of competitors rather than the pressure of artificial deadlines is principle stimulant to progress in major home appliance design."

Kelvinator then switched to refrigerators for its prove-the-policy demonstration. The 1959 and 1960 models of five refrigerator brands were lined up, names masked. Editors were asked to pair them off by brands; then pick the 1960 model. Average score—100 was perfect—was 35, and there were several zero scores made. EM Week's Ann Noone and Ted Weber ran first and second in the product derby with scores of 80 and 70 respectively.

years. Push-it-yourself rotary which does half the unit business is off 15% in importance; big ticket rider mowers, which do a shade over 5% of industry are off 12% in units.

LMI President Bob Schuler of Lawnboy said of upgrading: "The customer is sick of the cheap \$39 leader and has proven he wants a better unit the second time around."

Toughest problem to be faced by industry is safety. With some 80,000 accidents a year being caused by misuse of power mowers, and unfavorable exposure in a June "Reader's Digest" article, safety is at the top of the agenda.

## CUMULATIVE BOX SCORE ON THE NEW TV LINES

Here's a rundown on major features of the new TV lines—and where to find details.

**GENERAL ELECTRIC**  
A 19-inch table model series with out-front flanking speakers starts at \$209. A four-model line of 17-inch designers; the five-model 21-inch series starts at \$189 and the 23's, with a table model from \$209, a series of upright consoles and lowboys from \$249, and the G-E offering. (EM Week, May 23, page 1.)

**MOTOROLA**  
A 19-inch transistor portable at \$275 with battery at an additional \$88. Also a five-model line of "junior consoles"; a six-model standard line of 23's, deluxe 23's and top-of-the-line 23's with Drexel styling. (EM Week, May 23, page 1.)

**RCA**  
Adds 19's and 23's while carrying over the 17's and 21's in a 30-model black-and-white line. Top of the line is the Henredon cabinetry series of three models; 13 color models. (EM Week, May 30.)

**SYLVANIA**  
Carried over are 17's and 19's, with 23's added. The 23's include a three-model group from \$189, an upright console at open list, wood topped and faced lowboy consoles starting at \$259 and three Heywood-Wakefield models from \$495. (EM Week, June 6, page 1.)

**EMERSON**  
Featured widest line ever with products for every tube size mix and hot prices. TV-stereo-radio combo at top of line goes for \$598 with remote control; 19-in. front sound slim portable for \$188, \$258 with remote. Low-end 23-in. console: \$248. (EM Week, June 13, page 1.)

**ZENITH**  
Continues 17's, 21's, adds 19-in. slim portables, features reflection-free face plates in high end, 23's. Furniture, remotes expanded. Low-end prices: Portable 19's, \$179; 23-in. tables, \$229; 23-in. consoles, \$279. Open list on 17's, 21's. (EM Week, June 13, page 1.)

**ADMIRAL**  
A 28-model line with careful steps of \$20. The 19-in. portables start at \$159.95; consolettes at \$199.95. For 23's, prices start at \$199.95 with remote control units at \$299.95. Stereo-theater combos (19-in. screen) go for \$299.95. (EM Week, June 13, page 1.)

## Mowers Face Growing Pains

Some of the symptoms of young and growing industries are catching up to the power mower business. For the next few shake-out years it will be better to be a dealer than a manufacturer. The 41-member Lawn Mower Institute paused at Shawnee on the Delaware, Pa., last week and found:

● Steadily skyrocketing sales have leveled off, and in 1960 will prob-



# MIGHTY

## quiet

HOTPOINT GIVES YOU THE TWO FEATURES CUSTOMERS WANT MOST IN AIR CONDITIONERS

### MIGHTY BIG capacity

PLUS BALANCED COOLING LET YOU SELL BONUS COMFORT IN '60

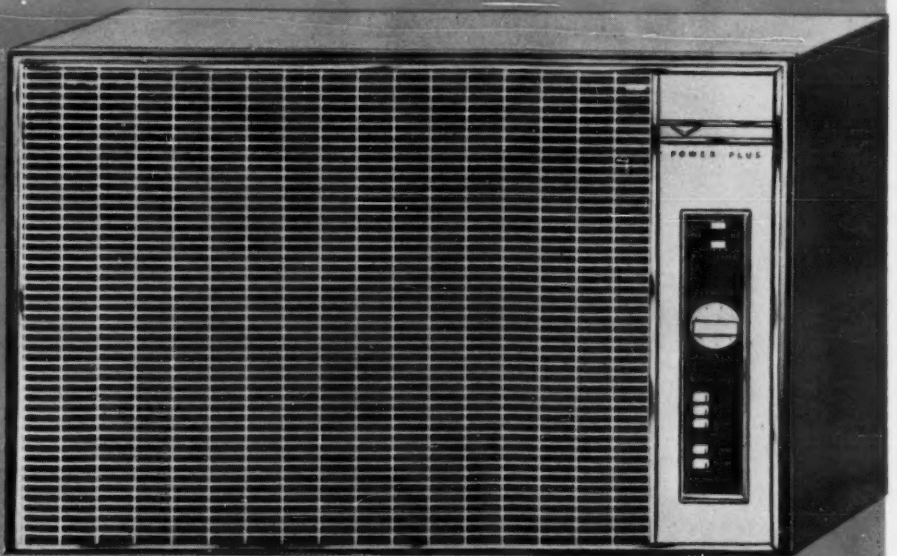


Hotpoint offers you big BTU output plus balanced humidity control and air movement... all 3 essential for true air conditioning comfort. Thousands of turns in the Hotpoint Coldcoil slow down warm air—cool and dehumidify more completely. All direction grids disperse cool air exactly where wanted. Talk up Hotpoint bonus comfort and clinch the sale with...

### MIGHTY QUIET performance

NIGHT AND DAY

Hotpoint air conditioners for 1960 are the quietest ever! The spring-cradled compressor and rubber-mounted fan motor effectively reduce vibration sound. And the new Hotpoint Silent Circulator cuts air rush down to a low whisper. For even quieter performance at bedtime, a touch of the Silent Knight Switch brings extra silence, increased dehumidification.



Model ADL82A

Put Hotpoint MIGHTY-QUIET features to work for you now!

- **MASTER-MIND CONTROL PANEL** gives the temperature, humidity, circulation and ventilation desired.
- **NEW DUST-SPONGE FILTER** removes dust, dirt, pollen for cleaner living.
- **ALL-DIRECTION COOLING** directs air wherever desired—up, down, sideways—even into another room.
- **EASY, DO-IT-YOURSELF INSTALLATION** saves your customers time and money.
- **EIGHT MODELS** in 18,000 BTU to 7,500 BTU capacities, 230 and 115 volts.

**WIN A MIGHTY WONDERFUL VACATION, TOO!**  
Contact your Hotpoint Distributor now!

Hotpoint Dealers' profit opportunities are greater than ever before... If you're not a Hotpoint Dealer, you should be!



# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

**HOTPOINT IS DOING BIG THINGS IN A BIG WAY!**

## At Dormeyer: Fighting Words

They came from President James E. Archambault (see picture at right) who is pointing out the roto-cord swivel on the company's new steam iron to Al Levin (right).

Speaking at the annual Dormeyer sales meeting, Archambault stated: "We have an outstanding line of new appliances, a distribution program that is the envy of the industry and a growing network of dealers."

"We will not be outclassed in quality. We will be competitively priced. But we will not cheapen our products by trying to undersell every Johnny-come-lately in the small appliance field."



## NHMA Survey Points the Way

... to more emphasis on quality and service and less on price. That was the main conclusion in the ninth nationwide business survey by the National Housewares Manufacturers Assn.

Conducted by NHMA in preparation for its 33rd housewares exhibit next month in Atlantic City, the survey was based on questionnaires returned to the association by 26% of the 905 manufacturers and 12% of the 7,830 buying firms queried.

Of those totals, 78% of the housewares manufacturers maintained that too much emphasis was placed on price (22% disagreed) and were supported by 76% of the buying firms.

The manufacturers—58% of them—believed that quality and service were more important than price as did 48% of the buyers.

Whose fault was it? Buyers were blamed—"All they ask for is price"—by 20% of the manufacturers who commented specifically on the issue. But 8% of the manufacturers frankly acknowledged that price was the most important to their lines. Another 5% said packaging was more important to selling.

Retail buyers had another answer. Most customers buy because of price advertising, 33% said, while another 47% claimed that most customers bought on impulse from displays. And another 20% said most customers wanted brand-name merchandise only.

When it came to wholesaling, 15% of those buyers said their customers wanted nothing but brand-name merchandise while another 14% claimed their customers wanted to stock staple items only. But 71% said their customers would accept product recommendations.

Where were the sales going? In price categories (low, medium, high), 40% of the buyers and 37% of the manufacturers agreed that they sold most units in the medium price range. But 34% of the manufacturers claimed most of their sales were in the low price category.

Who was producing the most sales? That answer ran out loud and clear. Department stores. Twenty-six per cent of the manufacturers said their greatest volume was produced by the department stores.

After department stores, manufacturers broke down outlet sales this way: food stores 14%; variety stores 12%; housewares-hardware retailers 14%; houseware jobbers 8%; drug stores 7%; premium and stamp plans 6%; discount operators 5%; mail order 5%; rack jobbers 2%; catalog houses 1%; six other categories were each under 1%.

New products grabbed the biggest hunk of credit for the increase in housewares business in the last five years. According to the survey, 30% of the manufacturers attributed growth to the new products. Next in line for credit were manufacturers' representatives (18%), product improvements (15%), packaging (14%), factory sales staff (6%), consumer newspaper advertising (5%), consumer magazine advertising (3%), trade publication advertising (3%), radio-TV advertising (1%).

## A model tailored to every prospect

# KitchenAid®

THE DEALER'S DISHWASHER



KITCHENAID, the finest made—by Hobart—The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

After you've told the KitchenAid superior quality story, you can quickly answer the next question: "Which one?" There's a KitchenAid to fit any layout—a complete line—for the new home planners or "going-to-modernize."

Every model has Hobart's exclusive revolving power-wash action. No skinny, short tube that squirts tiny streams of water, which depend on dish deflection for coverage—but a man-sized wash arm, extending the full width of the porcelain enamel wash chamber, which scrubs every piece of tableware clean with an exclusive, high-velocity wash action.

There's easy installation on KitchenAid—service calls a rarity. Built-in models offer front finishes to blend with any design.

KitchenAid Home Dishwasher Division, Dept. KEM  
The Hobart Manufacturing Co., Troy, Ohio

Please send information and specifications on the complete line of KitchenAid dishwashers.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Each time you sell a KitchenAid...it starts to sell for you



# 3 NEW 13's

**MORE SPACE—  
MORE SWING—  
MORE OF  
EVERYTHING!**

Exclusive Hotpoint space planning lets you sell a step-up bonus of 2 extra cu. ft. of usable space . . . 13 cu. ft. that fits in the floor space of an 11. And Hotpoint backs this competitive punch with Swing-Out shelves—Swing-Out crisper—and many other extra value features sure to close more sales. Contact your Hotpoint Distributor today for the full sales-making story on the new Hotpoint SPACE AGE 13's!

**USE THESE BIG VALUE TWO-DOORS  
TO STEP UP MORE SALES IN '60!**



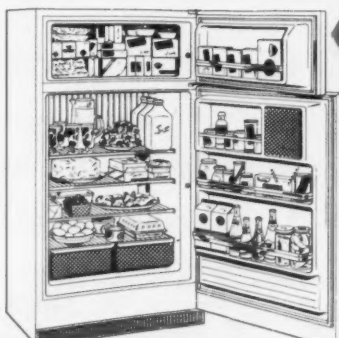
SPACE AGE CW13A



Model CL13A

**SELL BIG SPACE PLUS  
SWING-OUT SHELVES,  
SWING-OUT CRISPER**

- Frost-Away automatic defrosting
- 105 lb. capacity true freezer
- No-Spill ice trays, long handles
- Everything removes for cleaning
- Super-Space door shelves
- New Magna-Seal doors
- No hinge clearance needed—fits flush



Model CK13A

**SELL 2-DOOR  
CONVENIENCE AT  
NEW LOW COST . . .**

- Frost-Away automatic defrosting
- 105 lb. capacity true freezer
- No-Spill ice trays, long handles
- Super-Space door shelves
- Everything removes for cleaning
- New Magna-Seal doors
- No hinge clearance needed—fits flush

**SELL THE DELUXE "13"  
THAT HAS EVERYTHING!**

- Swing-Out shelves, Swing-Out crisper
- Frost-Away automatic defrosting
- 105 lb. true freezer
- New Magna-Seal door
- Rolls out for cleaning
- No-Spill ice trays, extra-long handles
- Everything removes for cleaning
- Super Space door shelf, Dairy-Stor



Hotpoint Dealers' profit opportunities are greater than ever before . . . if you're not a Hotpoint Dealer, you should be!

# Hotpoint

**HOTPOINT IS DOING BIG THINGS IN A BIG WAY FOR '60!**

OLIVE P. GATELY says



## 'Disciplined Difference Is the Key To Lasting Success'

Dear Jim:

So you've decided to pause, give a hard second look and maybe chart a new course for those Sunny (?) Sixties we've just wet our feet in. Smart lad. More power to you.

It takes courage, fortitude and brains to veer off in a new direction in this competitive, dog-eat-dog business. Especially nowadays with

Japan making inroads on radios, and Italy making inroads on new machines, and gas making inroads on electricity, and LP making inroads on gas.

At the risk of sounding like a meddling old fuddy-duddy—or a blue sky idealist—may I ask a few questions and toss a couple of comments?

First off, what's so different about you and the guy down the street? What have you got that he hasn't got? Better merchandise? Better service? Better understanding of your customers? Better promotion ideas?

What's your goal for the next two to five years? Going to buy merchandise to compete with a discount house? A furniture store? A department store? A price operation?

May I suggest that you give special thought to making your new No. 1 goal: Creativity in all your activities. That applies from what you buy to the way you wrap your packages. And everything in between.

Wherever you turn in the merchandise and promotion worlds these days, you'll be faced with the eternal problem of sameness—unless you look around and work hard to discover something other than

stale, warmed-over ideas. That isn't to say that what's selling and what's been successfully done are not good. It does say that the public at large is pretty bored with finding the same merchandise and the same old promotions in a lot of different stores. And it does indicate that if you want to succeed, you must have a point of difference—disciplined difference, let me hasten to add, a point of difference that has a reason for being and makes sense.

**Above all things, get rid of any IN-difference**—on your part, or that of your staff. Guard against the temptation to settle for less than the best—ever—in product, in promotion, in service and in courtesy.

And, Jim, don't be afraid to pioneer new ways, new ideas. I've seen many businessmen in my lifetime, but few who were willing to be adventurers. There are an awful lot of people in business whose habitual failure to seek out new, creative ideas has contributed to a tragic lack of effectiveness. Be careful not to swell their ranks. Go out of your way to get out of the rut.

A large number of your customers will be women. Don't ever forget that women, all women, are individualists. What's more, they appreciate individualists. As proof—there's no better way to ruin the day for a woman, be she seven or 70, than to come face to face with the identical twin of the dress she is wearing. So, think twice before telling her, "Everybody is buying this washing machine, or refrigerator." That sales argument could boomerang.

Women appreciate special little "extras," and they reward them with extra business. Things like rubbing up the TV cabinet with furniture polish after a service job. Or emptying the crumb tray on a range. Maybe you didn't dirty it—all the more reason she'll love you for cleaning it. And for heaven's sake leave your card, or paste a decal with your name and phone number on any inconspicuous, easy-to-read place on an appliance, so she can find it in a hurry next time she needs service.

Let me remind you again—money, as money, doesn't mean a thing to a woman. It's just so many pieces of paper, pretty coins or figures in a bankbook, except as it can be translated into things that do have meaning for her. Women never buy a rug; they buy a lovely room. They don't buy a new hat; they buy the admiration of certain specific people. They don't buy a washing machine; they buy clean clothes for the family—with the least work.

So at the risk of sounding like a worn-out phonograph record, may I suggest less emphasis on price, and more on what the merchandise will do for them. More price cuts won't do. It's the "what's-it-got-for-me" argument that tweaks the little lady's pocketbook nerve.

Good luck, and happy landings!  
Your doting "Dutch Aunt,"  
Olivia

**ABOUT THE AUTHOR**—Olive P. Gately is uniquely qualified to talk to dealers on behalf of women everywhere. A native of Boston, she has lived and worked in Cleveland, San Francisco, Dallas and New York. She is widely known as an advertising, marketing and sales promotion consultant specializing in the "home" fields. She has worked for Macy's, Sanger Bros., and Jordan Marsh.

**SO UNIQUE**  
it's taking the  
country by storm!

only  
**\$99<sup>95</sup>**  
list

### GRUNDIG *Majestic* **Niki** ALL-TRANSISTOR, PORTABLE TAPE RECORDER

Only the world's largest manufacturer of tape recorders could offer the buy-appeal and eye-appeal of the Niki at such a take-me-home price! This tiny (11x6x3 1/2") portable beauty weighs less than 6 pounds, complete with batteries. Yet it contains the big features of higher-priced, standard-size AC tape recorders: fast rewind, play-

back, double-track tape, automatic erase, recording level and volume controls. All this plus incomparable Grundig sound reproduction! The Niki comes complete with microphone, cord and tape reel . . . in a durable moulded plastic case with carrying strap. It goes anywhere . . . at the beach, on the road, at the office, in the home.

#### Two more Grundig-Majestic summer best-sellers!

##### MODEL 87U FM-AM

The most popular table model radio in the world! 7 tube performance. Separate built-in FM and AM antenna. Compact, plastic cabinet in your choice of attractive colors.



##### TRANS-WORLD AMBASSADOR Transistor Portable FM-AM-SW

13 transistor performance! FM, AM plus hard-to-get short wave. Self-contained AM antenna, built-in collapsible FM antenna. Lightweight cabinet covered with leather-like plastic. Choice of 3 colors. Expandable carrying strap.



**THESE 3 STOLE  
THE SHOW AT  
THE RECENT  
ELECTRONIC  
PARTS SHOW  
AT CHICAGO**

Have you sent in  
your order yet?  
Do it now and  
avoid disappoint-  
ment later.

IMPORTED  
EXCLUSIVELY  
BY

*Majestic*

INTERNATIONAL SALES

division of THE WILCOX-GAY CORPORATION

743 N. LaSalle St., Chicago 10, Illinois

75 Sedgwick St., Brooklyn 31, N.Y.



Greatest step-up story since Hotpoint introduced the first 2-door 12 years ago!

# 18 CU. FT.

## OF FOOD STORAGE IN THE FLOOR SPACE OF AN ORDINARY "12"

A 1960 EXCLUSIVE OF THE ALL-NEW HOTPOINT

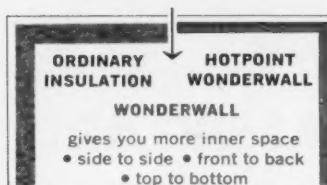
### SPACE AGE 18

WITH WONDERWALL INSULATION



**AUTOMATIC FROST-AWAY FREEZER TOO!**

Model CP18A

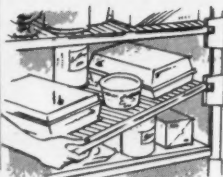


**JUST HALF AS THICK AS ORDINARY INSULATION  
—ADDS 6 EXTRA CUBIC FEET OF FOOD STORAGE  
—AND ONLY HOTPOINT HAS IT!**

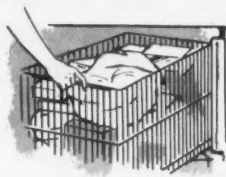
Every call you get for a '12' is a ready prospect for the new Hotpoint SPACE AGE 18—the only 18 cu. ft. combination that fits in the floor space of an ordinary '12'. Especially when you demonstrate the dramatic 25% more refrigerator storage (11.5 vs. 9.2 cu. ft.) and big 128% more freezer storage (6.6 vs. 2.9 cu. ft.) your customers get with Wonderwall Insulation. Only half as thick, Hotpoint Wonderwall is every bit as effective as ordinary insulation—adds 6 extra cubic feet of storage inside without extra bulk outside.

Hotpoint Wonderwall is backed by six years of exhaustive research and testing—your assurance of dependable performance and customer satisfaction. Contact your Hotpoint Distributor for full details today.

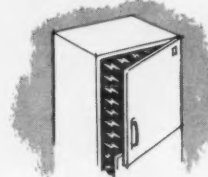
**DEMONSTRATE THESE NEW SPACE AGE FEATURES TO HELP CLOSE MORE SALES!**



**Swing-Out Shelves, Crisper  
Bring Foods Out Front**  
World's largest shelves. Adjust up or down. Lift out for cleaning. Swing-Out crisper, 2/3 bushel capacity.



**Automatic Frost-Away  
Freezer—Swing-Out Basket**  
Simply no defrosting in the big 230 lb. freezer. New swing-out basket with separate sliding basket inside.



**New Magna-Seal Door  
Seals in cold, magnetically**  
Millions of tiny magnets in the door gasket assure a tight seal. Door opens from the inside, too.



**Rolls out for cleaning  
and decorating**  
Refrigerator rolls out smoothly from the wall on cushioned wheels hidden under the cabinet.

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

**HOTPOINT IS DOING BIG THINGS IN A BIG WAY!**

HOTPOINT DEALERS'  
PROFIT OPPORTUNITIES  
ARE GREATER THAN  
EVER BEFORE . . .

IF YOU'RE NOT  
A HOTPOINT DEALER  
YOU SHOULD BE!



## LETTERS to the EDITOR

**A De-Hu-Midifier?**

Editor, EM Week:

When will someone come out with a combination all-in-one-unit humidifier and dehumidifier? I'm thinking in terms of built-in units as well as movable models. Why the need? Well, my house, for example, cannot be unique. With a hot air system, despite a humidifier built right into the furnace, the air on the first and second floors is always far too dry during the cold months. And the basement is always too damp, regardless of the outside weather. Quite frankly, I need and am "open-to-buy" a mechanism which will equalize the moisture content of my entire house during

the cold weather and will keep the basement drier during the warm weather.

Refrigerators and freezers got married, washing and drying machines, radios and phonographs, air conditioners and air heaters, sofas and beds—almost everything has been combined. And so, inevitably—humidifiers and dehumidifiers. No?

**GERALD SHIRLEY**  
ALDSHIR MANUFACTURING  
CO.  
TUCKAHOE, N. Y.

**Ad Service Thanks**

Editor, EM Week:

Thanks to your ad service, we're

able to illustrate our direct mail pieces at a relatively low cost.

Past experiences lend considerable support to our belief that when used correctly, the direct mail medium is still effective as a source of sales leads and as a traffic builder. While this approach is used chiefly for building sales, it is also being used to improve goodwill of present and past customers.

"Again, we want to thank you for your generous and helpful ad service. This writer is an avid reader of your excellent publication.

**LOU ROSENTHAL**  
**JOE S. MISRACH CO.**  
LOS ANGELES

EM Week welcomes expressions of opinions from its readers for publication, subject, of course, to final editing and approval by editors.

**ELECTRICAL  
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**THE BEST...****FIRST**

...from

**MARKEL****TESTED! PROVED!**

The second year of the  
Portable Automatic BASEBOARD,  
sales **QUADRUPLED!**  
Such popularity was deserved!

**NOW an  
EXCITING NEW STYLE and  
LOWER LIST PRICES!**

1000 Watt Model 12T... **\$32.95**  
36" Long, 120 V.  
1500 Watt Model 14T... **\$39.95**  
48" Long, 120 V.

Get the Facts . . . Airmail, Wire or  
Phone for Literature and Samples . . .  
to Sales Department, Dept. EMW

World's Largest Manufacturer of Residential Electric Heating Units

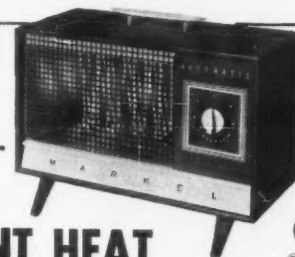
**MARKEL**

Founded 1920 • BUFFALO 3, N. Y.

In Canada:

**MARKEL ELECTRIC PRODUCTS, Ltd.**  
FORT ERIE, ONT.

**The Hottest Selling  
Portable Heater in  
the Industry . . .**



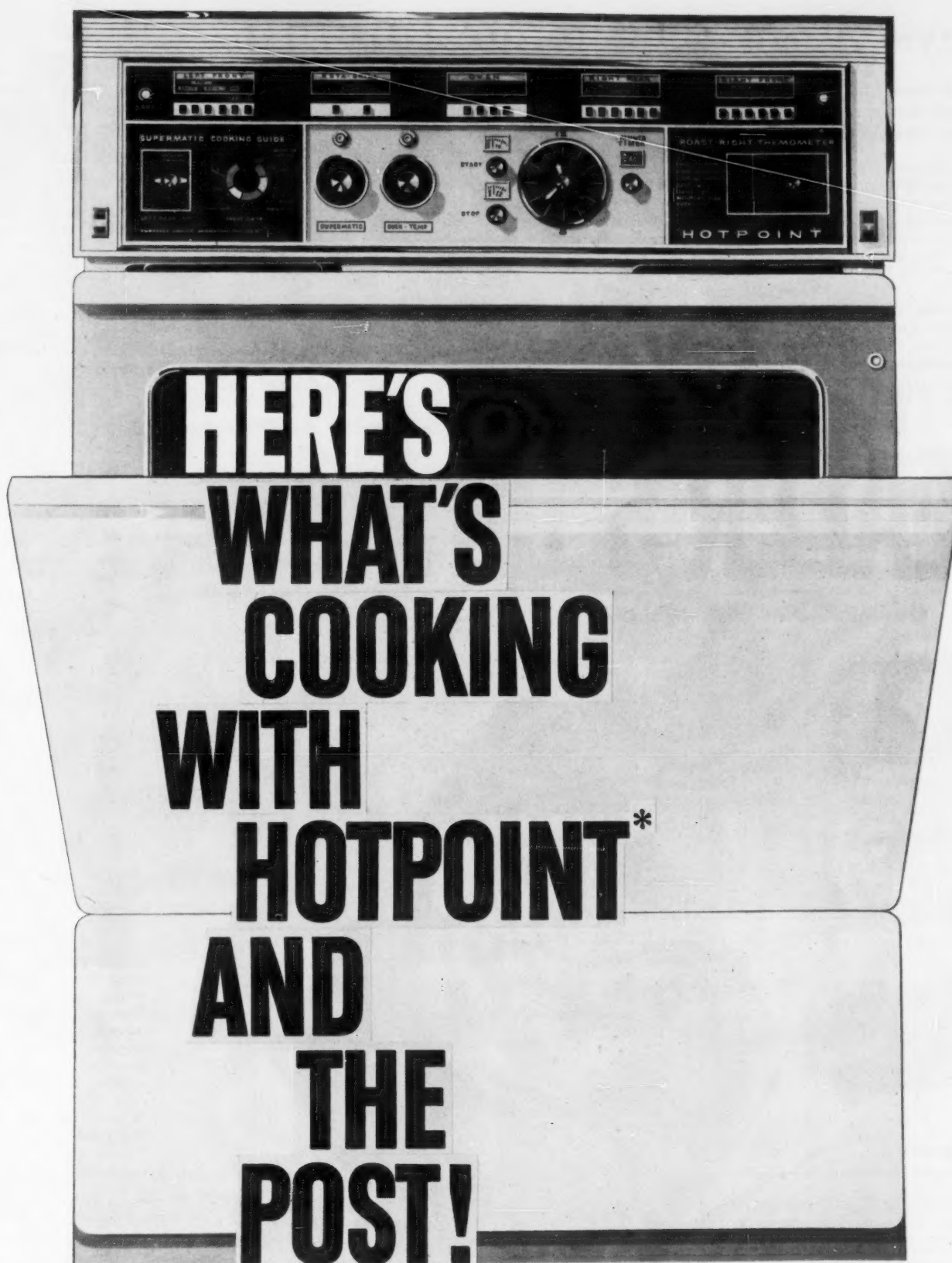
**THE  
INSTANT HEAT  
FAN-GLO HEETAIRE  
SERVICE FREE! TROUBLE FREE!**

Exclusive Element Support!  
Automatic Thermostatic Control..... **\$19.95**  
LIST

It's bigger . . . more **PROFIT** margin . . . 2-tone  
luxury styling . . . 1320 and 1650 watts at the same  
low price!

Made by the producers of the nationally-famous FAN-GLO HEETAIRE . . . over 2,000,000 NOW in use!





\*Hotpoint — A Division of General Electric.

In 1960 Hotpoint is running a 22-page, full-color campaign *exclusively* in The Saturday Evening Post in the general-weekly field. Here's why!

- Hotpoint knows both *men and women* spend more time with Post advertising.
- Hotpoint knows a Post ad page is seen over half a million more times by *younger* people (34 and under) than an ad page in the other big weekly.
- Hotpoint knows an ad page in the Post is seen half a million more times in *\$4000-and-over households* than the same ad in the other general weekly. (Households that account for two-thirds of all durable-goods spending.)
- Hotpoint knows a Post ad page gets more repeat exposure to *homeowners* than an ad page in the other big weekly.

■ Hotpoint knows the Post is read by *Influentials* — people who talk about what they read in the Post.

■ Hotpoint knows a Post ad page is also seen more times by people living in households with electric ranges, automatic washing machines, clothes dryers and refrigerators. The people who are their *best customers*.

■ Hotpoint knows the Post has built more *appliance brand names* than any other medium.

Now that *you* know what Hotpoint knows, shouldn't your ad page be in The Saturday Evening Post? Readers turn and *return* to your ad page in the Post — the high-frequency weekly!



**HOTPOINT IS DOING BIG THINGS IN A BIG WAY!**

# Surveys Show Challenge for LBE

**MacDonald of Edison Electric Institute sounds an ominous warning. Utilities and dealers believe gas is outpromoting electricity in the drive for customers**

But R. G. MacDonald, speaking at the annual Edison Electric Institute convention in Atlantic City, went on to tell how the Live Better Electrically program would meet the challenge during the rest of this year and in 1961.

"Let's begin with our research," he said. "Last winter questionnaires were mailed to utility chief executives, sales vice presidents, residential sales managers and appliance dealers in all parts of the country."

Using charts for all to see, MacDonald (who is vice president-marketing of Test Penn Power Co. as well as chairman of EEI's planning-task committee) gave facts and figures from dealers and utility executives on just how well LBE had been going over.

"One unmistakable fact stands out..." he said. "The two segments of our industry who carry the ball at the local level—the utilities who sell the energy and the dealers

who sell the appliances—both have the distinct impression that the gas industry is out-promoting us at the national level." Adding that American Gas Association's budget is about 120% larger than EEI's, MacDonald asked the assembled industry executives, "If we are not doing a strong enough job to excite our own people, how can we hope to excite the public?"

**Remarkable consumer study**—300 lengthy "depth" interviews with families in 11 selected cities cost EEI \$27,000—helped MacDonald answer his sticky question. Charting figures again, he pointed out that, happily, when most consumers

think of "modern living" they think of modern appliances much more often than they think of new cars or up-to-date houses. Also people's minds are wide open to the concept of living better electrically.

But to many consumers—one out of three, MacDonald said—LBE means an expected high price tag. Furthermore, even though they said gas plays a minor role in modern living, several families felt that it was an acceptable—but less expensive—substitute for electricity.

Digging still deeper into consumer motivation, EEI's researchers discovered that women think electricity "has an attractive personality," that they want electric appliances but they need help in justifying their purchase. Moreover, researchers found that when motivation was high, cost was not a major factor.

**A plan to beat the competition**, based on EEI's research, was then announced by MacDonald. "The gas industry, with a \$6 million investment in its national program, has singled out its exclusive competitive advantage—the flame. In an attempt to understand our competition, and find our own exclusive advantage, we went to the heart of the AGA program and discovered that our advantage was the exact opposite. Electricity is flameless."

"Electricity is flameless." These words in one form or another will appear in all LBE ads for the rest of 1960 and all of 1961. Ads for medallion homes, electric house-power, water heating, house heating and cooling, cooking and clothes drying will carry crisp messages intended to convince the homemaker that electricity is safe, clean and best for her whole family. Copy will sell the message that using electric appliances will increase her stature as a smart home manager.

In 1961, EEI will run 15 ads each in "Life" and "The Saturday Evening Post." There will be an ad in every issue of "Better Homes & Gardens." Making LBE the second largest advertiser, MacDonald announced in addition, "Readers Digest" will carry five electric house heating single page ads.

**A word to top executives** capped MacDonald's plans for a strong response to the gas industry's challenge: "This national program will not do your local job... keep in mind that by repeating locally the selling messages that are used nationally, your local investment will be substantially more effective. We ask the full cooperation of all utilities, all manufacturers and all our trade allies—so we may all rightfully share in the benefits."

## The Question: Where Do We Go From Here?

A panel, sponsored by the National Assn. of Musical Merchandise Wholesalers, will try to furnish the answer on July 12 during a special session at this year's industry trade show in Chicago (July 10-11).

Featured speakers trying to predict the future will be Ernie Allee of Bruno & Son, San Antonio, Tex. and J. Van Dusen of the J & J Music Co., Grand Rapids, Mich. Allee will speak on "How to Promote the Chord Organ"; Van Dusen's topic is "Selling the Chord Organ Through Retail Music Stores."

# DEALER'S CHOICE

... OLYMPIC FOR BEST-SELLING 6-WAY COMBINATIONS!



KD363



KC368P



KD375A

**DEALERIZED**  
to step up combo sales!

- 127 Models... "Dealers Choice," from the world's leader in combinations!
- More Styling... Early American, Contemporary, Danish Modern, French Provincial, Traditional, Oriental... in a wide range of fine furniture finishes!
- More Picture Choice... COLOR TV... 21", 23", 24" B&W (diag. measure)
- More Stereo... "player's choice", from StereoCenter, from remote stereo speakers, or from both together!
- More TV Sound... push-button tone controls, expanded 3D Sound!
- More Radio... Choice of AM, AM/FM, Simulcast Stereo Radiol
- Exclusive Sound Control Center demonstrates features with light-up signals!

**DOLLARIZED**... to give you the industry's TOP combo profits!



KC366

# Olympic.

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT  
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs

Win with ALL the aces  
at the CLUB HOUSE  
CONGRESS HOTEL, CHICAGO  
June 19 to 23





**IT'S AN  
UPRIGHT  
FREEZER**

**IT'S A  
CHEST  
FREEZER**


**IT'S THE HOTPOINT  
ALL NEW 2 IN 1  
FREEZER!**

This new Hotpoint "Space Age 18" freezer gives you 616 lbs. of food storage . . . 382 lbs. in upright section . . . 234 lbs. in swing-out chest.

Only Hotpoint offers you the advantages of both a chest and upright freezer. The chest section gives big space for storing bulky odd-shaped packages. The upright freezer provides easy-to-reach convenience for items you use every day. Tailored *exactly* to the freezer needs of an average family, the Hotpoint "Space Age 18" with exclusive new Wonderwall insulation contains 18 cu. ft. of food storage in the floor space occupied

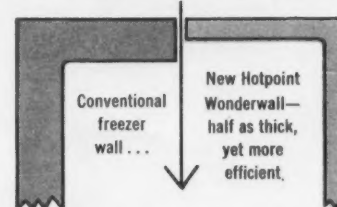
by an old-fashioned 12-cu.-ft. model. And you happily discover for yourself the true economy and comfort of modern freezer living!

Hotpoint high-speed freezing actually "locks in" the nutrition and flavor of every food stored. There's an automatic temperature control . . . Magna Seal doors top and bottom . . . deep door shelves and a handy swing-out bulk basket . . . built-in locks for each door . . . *plus* so many more reasons why today's freezer parade leads to the Hotpoint "Space Age 18." Today's most complete line of upright, chest, and combination freezers are on display at the nearest Hotpoint dealer. See him soon!

**Hotpoint** 

(A Division of General Electric Company, Chicago 44)

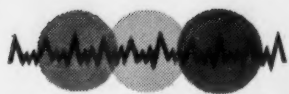
**WONDERWALL INSULATION GIVES  
YOU 50% MORE FOOD STORAGE  
IN A SPACE JUST 32" WIDE**



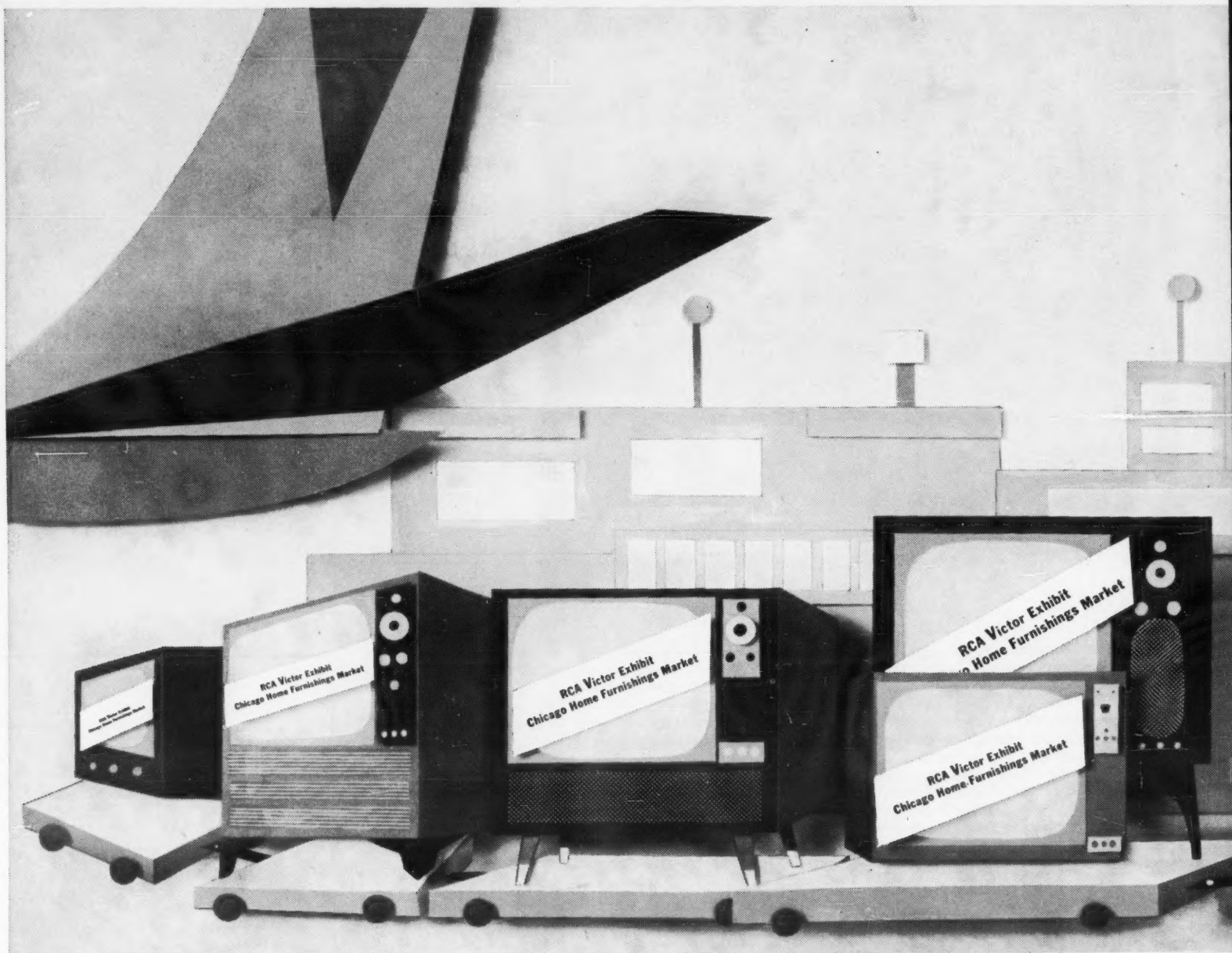
Hotpoint's Wonderwall Insulation is a freezer "first" which is making history. Half as thick as ordinary insulation, it makes possible nearly 6 extra cu. ft. of food space in the floor space of a 12-cu.-ft. freezer.

**AS ADVERTISED IN LEADING NATIONAL MAGAZINES**

***You're invited to see***



# New Dimensions from RCA VICTOR



**JUST ARRIVED—RCA Victor's new dimensions in sight, sound and color!**

Here's a parade of brand-new products that are tailor-made for *selling*! Here you'll see, for example, a complete line of new RCA Victor Full-Picture 23" TV (overall diag., 282 sq. in. picture). You'll see RCA Victor's all-new Full-Picture 19" TV (overall diag., 174 sq. in. picture) and the new '61 color sets. Here is a new line in all price ranges . . . a set to sell to every

prospect! You'll see more, too! Incomparable styling including RCA Victor Television in luxurious cabinets from the exclusive collection of Henredon fine furniture. Exciting new performance features like RCA Victor's amazing "Wireless Wizard" remote control that does everything.

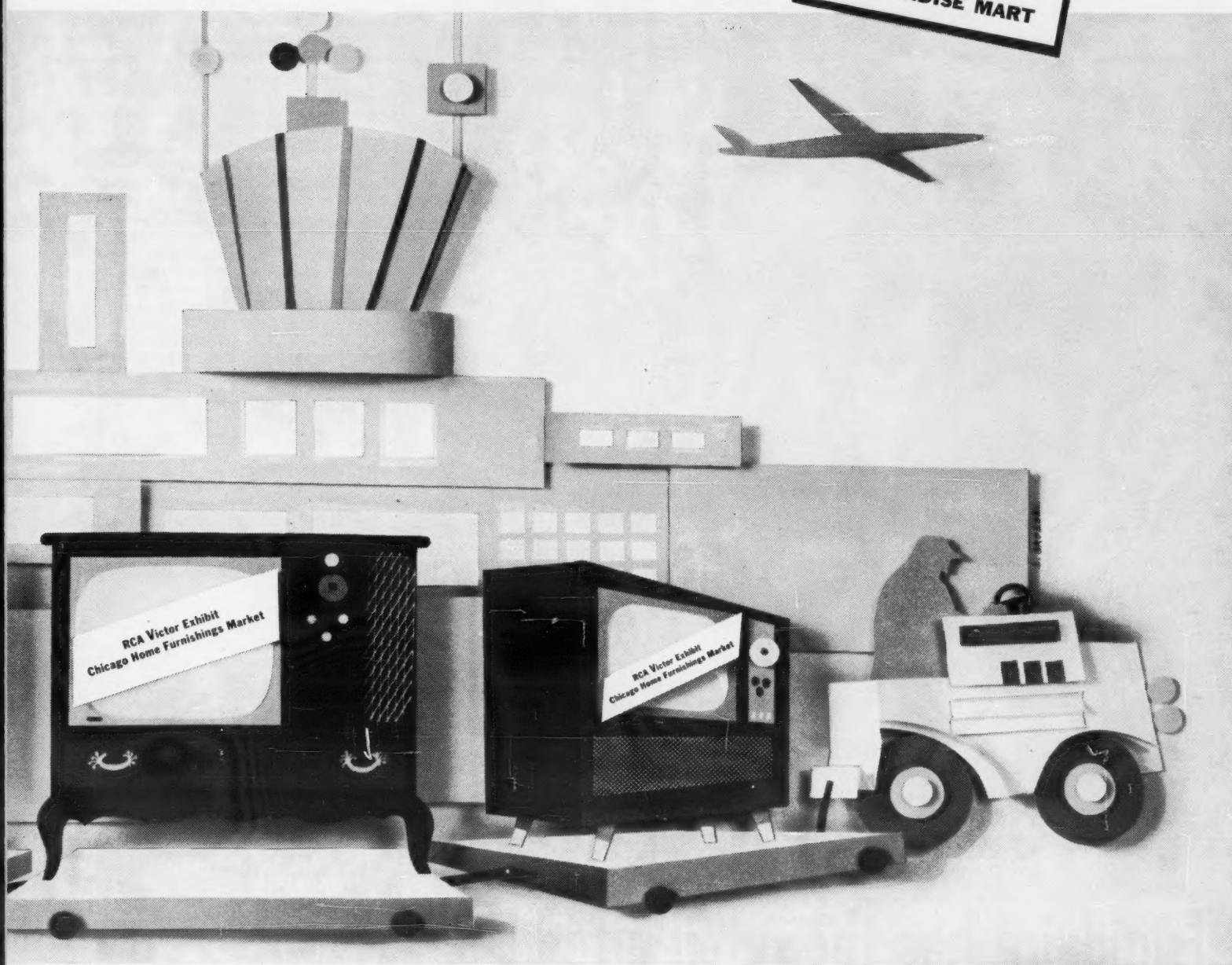
For a whole new dimension in styling, performance and *sales* opportunities, you're invited to come see the new 1961 RCA Victor TV line at the Chicago Home Furnishings Market.



# in Sight, Sound and Color

**AT THE CHICAGO HOME  
FURNISHINGS MARKET!**

SPACE NUMBER  
**II-III**  
MERCHANDISE MART



Tmktsi®



The Most Trusted Name in Television  
RADIO CORPORATION OF AMERICA

## How Good A Salesman Are You? Try These Questions and See

Here's an appliance salesman's self-analysis check list for both veterans and greenhorns. Try a run down the list to see how close you're coming to your potential. Nobody's perfect, but you may be closer than you think.

- Do I thoroughly understand the sales assets of every single appliance handled by our store?
- Am I completely familiar with the entire line, models, prices and talking points on each item—or only with those in top demand by our customers?
- Am I thoroughly familiar with

all phases of the price picture on each item? Do I know actual costs, the store's costs of doing business as applied to each markup and the allowance trade-in figures which can be safely applied to every single major appliance item in the store?

● Am I keeping up to date on the used appliance market in our community so that I may more safely talk trade-in allowances on new purchases?

● Do I keep myself posted on the stock in our warehouse all of the time? Am I always sure that it is available for immediate sale or delivery to customers? Do I keep

posted on items which may be in over-stock in that warehouse so that I can push to move these particular appliances?

● Am I thoroughly familiar with the location of not only every major appliance item on display and in storage but with all of the smaller appliances and other merchandise we carry for sale so that I can find them easily and quickly when requested by a customer?

● Do I understand my place and my duties within the sales organization? Am I sure of what is required of me or have I been neglecting some of the little things which add up to make our business a more successful appliance store?

● Have I taken time to study thoroughly the mechanical and scientific improvements in all the

latest appliances we sell in order to make myself a better salesman?

● Have I slipped into the bad habit of ignoring many good features on merchandise in favor of placing heavy emphasis only on one or two points I feel are most effective in making sales?

● Am I always careful in attending to details? Have I been committing errors lately in writing up orders or sales slips, filling out installment contract papers or in other ways adding to the cost of handling each sale in the firm?

● Have I been careful to follow all of the store rules and regulations in my work and am I following them consistently or slipping up every now and then?

● When I am on duty on the sales floor, do I see to it that stock is kept in order and all displays as attractive and inviting as they can be or have I slipped into the habit of ignoring them and letting someone else attend to it?

● Do I consistently study all available information on competitive appliance lines so that I can compare intelligently their features with those handled by our store in talking with prospects?

● Is there any area in the sales routine with which I have been having trouble lately and where I need improvement? How about closing sales quickly, handling customer objections?

● Am I consistently looking for opportunities to give my prospects and customers more ideas in use of the merchandise I have to sell? Do I keep up with latest ideas on home appliance use as featured in the women's home magazines, for example, so that I can use these in making sales and helping specific customers handle their own individual problems?

● Do I keep myself informed on the status of the service department at all times so that I can handle customer service problems and still not involve the service department in impossible promises?

● Do I make it a regular routine to check up on major sales I have made to be sure each customer is thoroughly satisfied?

● Am I exploring every possible area for new business and new customers or just taking care of those who come into the store on their own or of leads furnished by the store?

● Do I follow up consistently on earlier leads which did not develop into immediate sales or have I fallen into the habit of giving up on such prospects and forgetting them?

● Have I made it a point to keep a record of interests expressed by prospects who did not buy immediately and follow up on these from time to time?

● Do I make it a point to keep myself informed on what competitors' salesmen are doing and promises being made customers by competitive firms to guide my own efforts and to judge what prospects tell me has been promised them?

● Do I keep up with performance capabilities on our appliances—particularly on new arrivals—so that I may tell customers what they can do? Have I been slipping into promising more than something can deliver to make a sale? Have I been neglecting the full performance story as a sales clincher?

*A Frigidaire dealer talks about his franchise . . .*

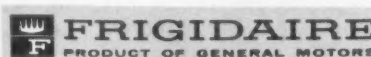


Aaron Morris has five appliance stores in and around Nashville, Tennessee. He's a busy man, so we caught him at lunch. We asked what it is about Frigidaire that's kept Aaron's loyalty and patronage for over 25 years. Here's what he said:

## "Frigidaire has the retail pitch!"

*"They send advertising and promotion materials that work for me . . . that do the retail job! Also, Frigidaire folks come around to find out about sales problems at my level. And I don't get special treatment. It's just part of being a Frigidaire Dealer."*

Obviously, it's good business to give dealers the kind of materials that help do the retail selling job. Meantime, of course, we back that up with extensive national campaigns. Frigidaire tries to do the best selling job at each marketing level.





# You Don't Have to Be a Cop To Stop Speeding Motorists

Joe Boudreau, owner of Belco, Belmont, Calif., does it with signs.

Fifty-five thousand cars whiz by the Belco showroom on an average day in the San Francisco suburb. Figuring "they don't buy if they don't stop," Boudreau three years ago shelled out \$2,200 for his "reader board." Since then, he says, the sign has more than paid back its cost. Reason: Boudreau uses it as an advertising tool rather than a static metal and plastic device.

Imaginative messages reach down and grab the attention of the motorists zipping by (foot traffic in the area is practically nil). Copy is worked up at brainstorming sessions. It usually ties in with local events, the seasons, politics and even—for civic reasons—with charity fund-raising campaigns and drives.

Belco men attack the job of talking to their 55,000 daily prospects with the zest of expert advertising layout men and TV commercial writers. Sometimes a jingle fits the situation. And anything that inspires a double-take is deemed worthy. One example: A split message, half on one side, half on the other, so that people have to stop or slow down and look back to satisfy their curiosity.

Occasionally, copy takes the form of premium offers, which, Belco has found, may be all that it takes to make up a wavering customer's mind. For instance, in the first part of April the board proclaimed, in backlit green and red letters visible a block away, "FREE HAM with every new appliance sold before Easter." The hams had a \$7 or \$8 retail value. Says Boudreau: "If you're going to offer a gift you've got to do it first class—no being chintzy about it."

Free offers aren't the only copy that gets attention, though. Often humor works. Once George Broschat, appliance manager, took it upon himself to splash across the board the news that "The boss is out of town . . . Come on in and we'll give you the place."

**Some specifics on the reader board:** It is six feet high, projects 10 feet out over Belco's 100-foot frontage. A steel roof-mounted tripod supports the sign, which is lighted from within. Translucent red plastic letters, 10 inches high, are generally used for the top line; green eight-inches for the balance of the copy.

Boudreau's original \$2,200 investment included a supply of letters. But he has since spent up to \$600 more in characters at \$2.50 to \$3 apiece.

Boudreau doesn't depend on the board to draw all his customers. Other signs are attention-getters for him too. Above the full-depth windows on the store's façade, which spans 65 feet, brand names are outlined in foot-high neon letters. And at right angles to highway traffic, a 25-foot-high illuminated sign identifies the store as "Belco Appliances."

The words "Used Appliances" are bannered across the 35-foot frontage of the adjoining open-air lot, which holds a trade-in display.

And a frameless window sign, about three by four feet, displays such weekly messages as "\$200 for your old refrigerator," in reflective characters.

Relying on signs for pre-selling, Boudreau has cut his sales staff from six to one and a half. And, he says, "We are on a much more financially sound basis than before."



READER BOARD SIGN'S PITCH is changed every week to 10 days. Below, owner Joe Boudreau, right, and appliance manager George Broschat lay out copy in the showroom.



# FSP



## The Quality Story

### FREE BOOK FOR SERVICEMEN

tells why some replacement parts often fail, while others don't. Reading this book can save many servicemen hundreds of dollars a year. For your free copy, fill out coupon and mail.

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# PRESENTING 4 GENERAL ELECTRIC



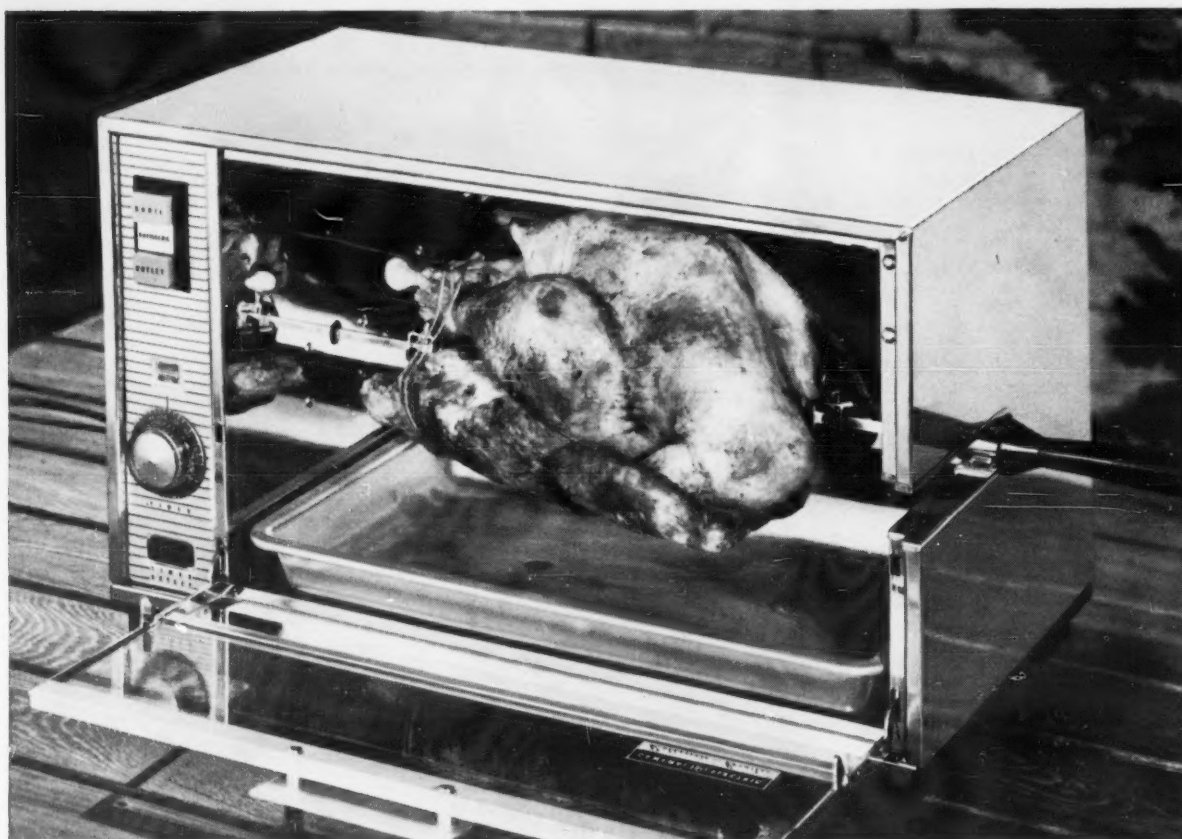
## NEW IDEA!

**It's a Spray, Steam & Dry Iron — now with 3 wash 'n wear settings!**

Not only does this new iron let your customer sprinkle as she irons, but it offers her 3 exact settings for wash 'n wear—not just one setting as in ordinary irons!

New General Electric Even-Heat system eliminates "hotspots," prevents scorching. New *lower temperature setting* permits steam ironing of many wash 'n wear fabrics. Most versatile iron you can sell!

**\$21<sup>95</sup>\***



## NEW IDEA!

**It's a rotisserie-broiler that gives amazing "open-air" broiling!**

New General Electric Rotisserie-Broiler provides a constant flow of cool fresh air that gives all meat true outdoor-broiler flavor.

Pushbutton operation with automatic timing—settings up to 3 hours. Big capacity, too. Cooks two chickens, a big turkey, a beef roast, a leg of lamb to crisp, yet fork-tender perfection. Timed appliance outlet and other features, too.

**\$54<sup>95</sup>\***



*See the General Electric "New Idea" line at the Housewares Show in Atlantic City, July 11-15, Booths 280-481*

\*Manufacturer's suggested retail price

General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.



# "NEW IDEA" APPLIANCES!



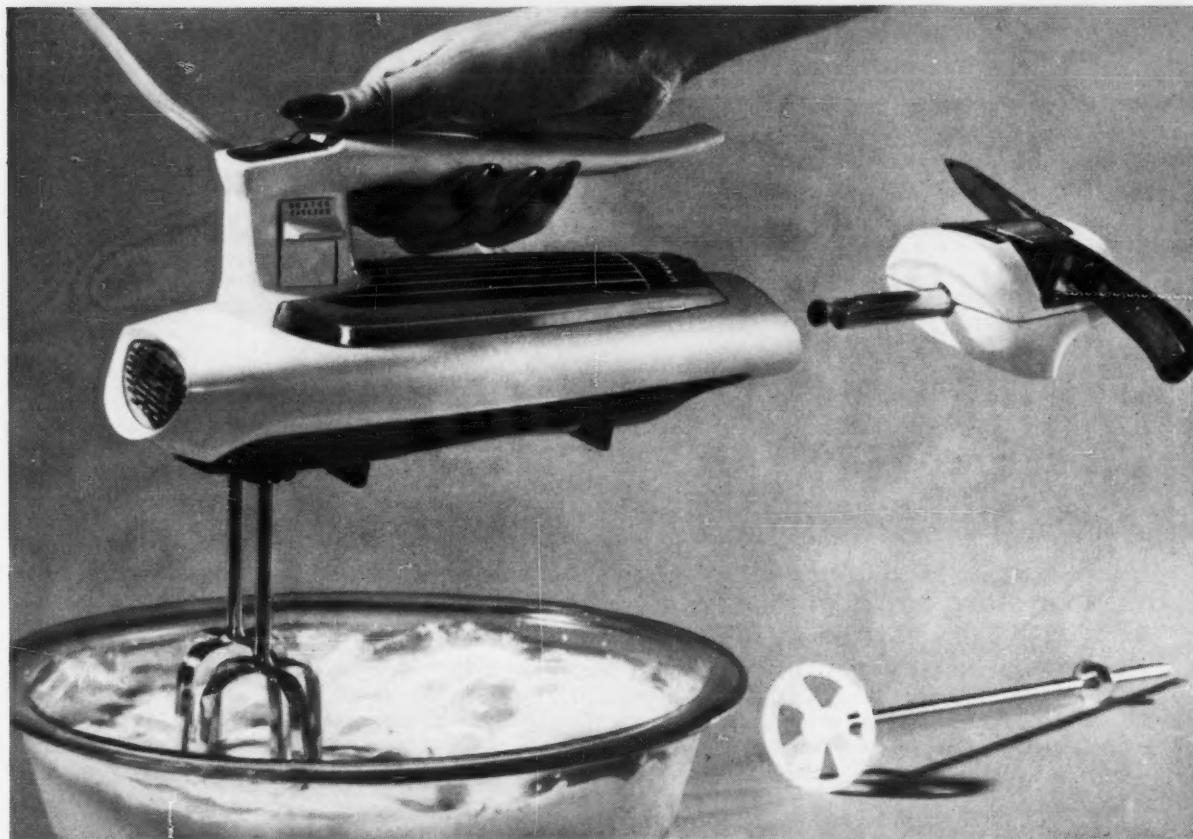
## NEW IDEA!

**It gives real outdoor flavor—without work or guesswork!**

New General Electric Portable Grill provides infra-red heat for perfect grilling of steak, chicken, hamburgers and frankfurters.

You get all the fun of charcoal cooking without guesswork, muss or fuss. Windshield hood guards against spatter. "Keep-Warm" area for rolls and cooked food. Calrod® unit is removable—whole grill is immersible for easy cleaning!

**\$24<sup>95</sup>\***



## NEW IDEA!

**It beats, whips, mixes drinks—and now sharpens knives, too!**

Here's an appliance you can demonstrate easily, right before your customers' eyes! It's powerful enough to do the heaviest of mixing jobs, yet weighs less than 2 3/4 lbs.

Exclusive optional knife-sharpener accessory fits in the end of mixer. Built-in magnets hold knife at correct sharpening angle. Available in four decorator colors. Free drink mixer attachment included.

**\$21<sup>95</sup>\***

Knife Sharpener, \$4.95\*

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



Ralph Halvorsen, Field Sales Manager, gives Vince Peterson, Sales Manager, a preview of the new Hamilton Dryer.

**More to talk about...more to sell...more to make money on in '61.** "Vince, this is the BIG year. Product Development has put it *all* in the new Hamiltons.

"But I don't have to tell you that...you can see for yourself what we've got to take out into the field. Where else is there anything as dramatic—as salable—as this step-ahead styling?"

"Do you know what Product Development's done, Ralph? They've just handed Sales our *second* million Hamiltons...giving us more to talk about and more to sell than ever before. And what a floor story our dealers will make out of all these features!"

You want to see what Vince just saw? Come to 1175 Merchandise Mart during the summer market. We'll be ready!

**STEP AHEAD WITH HAMILTON**

# Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WIS.



## CAN YOU USE?

Home modernization ideas by the dozen are being offered by United States Steel in a free 16-page color booklet, "What's in Home Modernization." The object of the booklet and of free sales kits is to build consumer preference for modern products made of steel, appliances included. The booklet covers ideas for putting an aging home back on the active list, starting with kitchens and moving on through bathrooms, heating and air conditioning. The booklet also covers the important fields of lighting and outdoor equipment. Dealers interested in sales ideas for home modernization may obtain a free kit and booklet by writing to Home Modernization Book, U. S. Steel Corp., Room 6083, Pittsburgh 30, Pa.



COMPLETE KIT of insulated, chrome-plated tools for TV and radio repair is offered to dealers who purchase Raytheon tubes. Raytheon distributors have the particulars.

More traffic for Sylvania dealers is the idea behind special presidential convention and election handbook prepared by the company.

Sylvania said the 50-page booklet "amounts to a ringside seat at both national conventions." The handbook contains state-by-state tally sheets, a list of key issues and "men to watch," the history of each party and "a peek into smoke-filled rooms." Anyone can have a copy by stopping in his local Sylvania dealer's store.



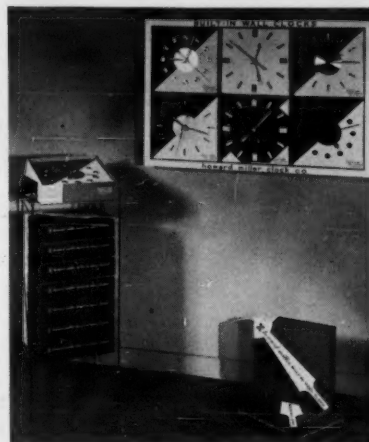
VAC BAG RACK of wrought iron is designed to hit impulse buyers with a full line of disposable dust bags and room freshener tablets. Stand is available to Lewyt dealers.

TV antennas and chimney mounts are the subjects covered in two new specification guides.

JFD Electronics Corp., Brooklyn,

N. Y., requests that dealers write them on letterhead stationery for the second edition of their manual which lists and illustrates the factory spec antenna for every portable and "tote-able" TV set made since 1947. Compiled with the cooperation of Howard W. Sams Co., Inc., the guide gives the manufacturer, receiver model number, year manufactured, picture tube size, manufacturers antenna part number and JFD replacement antenna number.

Channel Master Corp., Ellenville, N. Y., upon request will send dealers a bulletin covering all of the company's chimney mounts for antennas. A specifications chart covers gauges, widths and lengths of all models, as well as material used in their construction. Another feature of the bulletin is the introduction of a new line of heavy-duty mounts.



"TIMELY" DISPLAYS are available free to dealers who order 24 built-in wall clocks from Howard Miller.

Four new service books covering a variety of TV, transistor radio, and mobile radio troubles have been published by Howard W. Sams & Co., Inc., 2201 E. 46th Street, Indianapolis 6, Indiana. "Servicing TV Video System," the third in Jesse Dines' series of TV circuit guides, lists at \$3.95, contains 224 pages of comprehensive information. "Video Speed Servicing, Volume Four," joins its predecessors in helping the serviceman speed repairs; it lists for \$2.95, contains 160 pages. The latest in Sams' series on domestic and foreign transistors is "Servicing Transistor Radios, Volume Five," 160 pages, \$2.95. And for dealers engaged in the mobile radio field, author Jack Helmi has written "Two-Way Mobile Radio Handbook," 208 pages, \$3.95. Copies may be ordered from the company.

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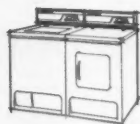


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*Warehouse sales with the discount house approach are only one of the means department stores have used to make a comeback in appliances.*

# Have Department Stores Really Made a Comeback In Appliances?

The answer's probably yes — for some stores in some markets. But this fact-filled Special Report makes it clear that some stores have failed to recover the key positions they once held, and that others have found the cure almost more painful than the ailment. Here's a complete, provocative progress report on the role of the big store in the appliance business. It's must reading for all department store men — and for every dealer who competes with them. **STORY STARTS ON NEXT PAGE**

## HAVE DEPARTMENT STORES REALLY MADE A COMEBACK IN APPLIANCES?

# TODAY they're not so important as they once were, but manufacturers still prize them as prestige accounts

By JAMES J. CASSIDY

Department stores have faced three major threats in their 100-year history—chain competition, shopping centers and discounters.

They licked the first two by adopting chain techniques and setting up branch stores.

But the third—discounters—is still the challenger, dancing within the ropes of the white and dark goods ring.

Has the veteran department store vowed to re-train and learn again the tricks that helped him win his early fights? The answer must be no. As a group, the department stores have not met the mass merchant.

Instead, in the face of discount house competition, department stores have lost position in the appliance and TV industries. They are no longer the champs they once were.

## THE FIGURES TELL A SAD TALE

Here are some of the ruder facts on department store performance 10 years after discount houses came into the picture:

- In 1959, according to the National Retail Merchants Assn., there were 2,600 department stores in the U.S. They did about \$18 billion in all departments combined.

- About 5% of that volume was done in the appliance, TV, radio, phono and small appliance departments, according to NRMA's "Departmental Merchandising Operating Results"—the MOR book, for short. Before trimming back for built-in errors straight arithmetic would give the department stores about \$900 million in white and dark goods, or 10% of an estimated \$9 billion appliance-TV-small appliance market.

- That \$900 million must be scaled back somewhat since NRMA says that only 30% of all department stores are in the appliance business. NRMA's figure is the low figure, however. It includes very small stores. A Hearst study of department stores cuts out stores below \$100,000 in volume and (on 1958 figures) reports that 50.7% of department stores carry refrigerators, 43.2% carry ranges, 48.4% carry washers, 36.3% carry air conditioners, 43% carry TV, 54.7% carry radios and 58.3% carry small electric appliances. Neither group includes Sears Roebuck,

Montgomery Ward or J. C. Penney Co., though.

Over the long range, comparative specifics are difficult to come by because of changes in nomenclature, in depth of detail and in methods of counting. But there are a number of indications that the department stores' role is declining.

- The 1959 MOR says that the department stores' share of total home furnishings sales (which include more than appliances-TV) dropped in 10 years from 22.3% in 1948 to 20.5% in 1958, but rose from the low low of 19.2% in 1954.

- Electrical Merchandising, using Dept. of Commerce figures, computed that in pre-war 1939 department stores as a group took 17% of the household appliance business, 18% of radio-TV and 17.2% of the two combined.

There are no precise comparatives, but figuring on NEMA statistics and other trade sources, the department store share has declined in post-war years to about 15% of refrigerators, 4% of freezers, 11% of electric ranges, 8% of automatic washers, 10% of wringers, 8% of electric dryers, 10% of gas, 12% of TV and 15% of radio, hi-fi.

The above figures give some idea of where department stores as a group stand in the appliance business and how important they are to the appliance industry. But if you want to resolve all the numbers and percentages down to one statement, you could look at it this way: Department stores were once second to appliance dealers; now they're more often third to furniture stores.

## BUT MANUFACTURERS ARE HAPPY

Department stores aren't fighting a lone battle, though. There's someone else in their corner—the manufacturer, who says he has some special programs designed specifically to ease department stores' woes.

Of course, manufacturers' motives are not altogether altruistic. In fact, they have four pretty good reasons for wanting to keep department stores in appliance-TV merchandising.

For one, department stores represent a solid 10% of the market, made up of a relatively small number of accounts.

And, the department store is still a prestige account—an account whose name often means more to a customer than does the brand name on an appliance.

Another reason: The department store still provides that old type of customer service rarely found in the typical discount house. Factories feel a little of this dignity rubs off on their appliance brands.

Lastly, manufacturers know department store advertising, now without comparison, is still among the finest they can buy. And it's cheaper than the national rate.

## INTERPRETATIONS VARY WIDELY

How important to the stores are majors and TV compared with other departments? There are, undoubtedly, several ways of looking at the figures and several interpretations—depending on the individual stores' aims and hopes for majors and TV.

For instance, in the 1959 MOR book, majors rank tenth in total sales of 58 departments; TV, radio and phono combined was 33 on the list. But margins earned by the two merchandise groups were consistently below margins earned by the other 56 departments.

Low margins are always headaches. But in reading the following breakdowns, keep in mind that the low figure tells how competitive some individual stores can get—profit notwithstanding.

Combined gross margin for all departments of all stores averaged 36.25 in 1958 and has been a shade above or below 36.3 for six years.

Appliance-TV margins swing as far down as half that average. In citing examples, we've chosen big stores' performance (\$50 million and over total volume) because big stores are more likely to have appliance-TV departments. Then, we've taken an analysis of nine smaller stores (\$2.5 to \$5 million) which definitely have majors. That way, you can get a pretty good idea of the whole picture.

The 1959 MOR book (which reports on the basis of 1958 operating results), gives a range for most percentages. The range of margins attained in the small appliance department, for instance, was 12.8% to 20.9%. Some stores reported higher and some lower. But by convention, MOR chooses the middle 50% of the spread and cuts off the top 25% and the low 25%. So, with the reminder that some stores operated even closer, here are the reports on white and dark goods margins from big stores:

## MARGINS SPEAK FOR THEMSELVES

- Gross margins on majors ranged from 17.9 to 21.2% in big stores. Majors turned 4.0 to 6.7 times; represented 2.1% of total store volume, 0.7% of selling space and produced \$123 to \$192 per sq. ft. of selling space. Average gross sale was \$98 to \$183.

- Margins on TV ranged from 15.9 to 22%. TV turned 5 to 6.4 times; did 1% of store volume from 0.5% of selling space, and did \$131 to

ITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT

● **ATLANTA** This city's two department stores along with Sears dominate retail sales, including major appliances. That's been the case for many years, and no one has suggested that the situation might be changing. In fact, there's been a development within the past two years which has strengthened the stores' position: Both Rich's, the larger operation, and Macy-owned Davison-Paxon's have built full department stores in a suburban shopping center.

Both Rich's and Davison's pointed out that without major appliance departments, they could not be classified as "department stores."

Both stores agreed that the private brand has a place in their merchandising. Davison's carries them in stereo-hi-fi and air conditioners. Rich's has refrigerators, freezers, air conditioners, gas ranges, dehumidifiers, water heaters and stereo-hi-fi.

One note on the setup in this city of Peachtree Streets: There are no discount houses selling major appliances.

● **BALTIMORE** Except for the Hecht-May Co., Baltimore department stores seem still to be debating the question: "In or out of the appliance-TV business?"

Out of the business since about 1955, Hochschild, Kohn is now back in, with a leased department run by a local retailer-wholesaler. Hutzler's and Stewart's have not been in the business since at least 1952, save for carrying electric housewares. Brager-Gutman, merged since 1958, has been selling from its own department since early this year. Previously Brager ran a leased department.

As for Hecht-May, each company, merged in February, 1959, remained in the appliance-TV business when low-margin operators made the going rough. Each had its own service department.

Today the merged operation is employing a "Right Price Policy," which went into effect at the time of the merger. It promotes a low, one price for all; confidence; lines not widely footballed, and its private labels.

Toughening the role for department stores in Baltimore are Sears and the Baltimore Gas & Electric Co. Reportedly, in a \$70-million market, Sears takes about \$12 million annually; he Gas Co., \$6 million.

● **BOSTON** In appliances and TV, Boston is a one-department-store city. Jordan Marsh

Co., with four outlets and about 30,000 sq. ft. devoted to the categories, is said to do no less than \$5 million annually in electronics products alone. Filene's is not in the business, and the Gildchrist Co.—which leased until 1958 and now operates its own department—has six outlets, the downtown unit with a 7,000-sq.-ft. display.

Jordan's will not be undersold storewide, and the brunt of this meeting of competition falls in appliances and TV. The policy has been in effect and widely advertised since "D" Day, 1956, a month after Lechmere Sales catapulted Jordan's into very aggressive competition.

Jordan's margins have diverged from traditional levels, including list price sales, to, in some cases, from 14 to 20% of selling price, according to some observers. Necessity has driven the store to tougher merchandising, such as examining every cost minutely, more selective buying, strengthening of specific lines and switching from straight commission to a sliding scale—all-important to creative selling in a one-price house. Today Jordan's is merchandising to higher margins, but will meet anybody's price.

● **CLEVELAND** It's a department store town. You can prove it by the number of independents gone out of the business in the past five years.

It was about that long ago that Cleveland distributors convinced the department stores that the discount route had to be taken. First into the breach was Higbee's, followed smartly by The May Co., Halley's, Taylor's, Sterling-Lindner and Bailey's. They slugged it out among themselves, and the independents—"anyway a dozen"—caught in a squeeze between the stores and Sears, fell by the wayside.

The one place independents are holding on is in outlying areas. But the department stores are starting to move out to the edges. The May Co. is already there, so is Halley's, and the rest are scheduled to follow soon.

Cleveland department stores play few favorites among the brand names. Higbee's has three lines, The May Co., more than that, the rest follow The May Co. suit—for the most part. Halley's has a reputation for smart clearance merchandise buying and selling.

● **DALLAS** Department stores in "Big D" stay in appliances for one reason: "Our customers expect it." For them, appliances build volume,



\$270 per sq. ft., averaging gross sales of \$86 to \$138.

- Radios and phonos grossed 18.4 to 24.2%; turned 4.0 to 6.2 times; did 0.6% of the business from 0.3% of the selling space; produced \$185 to \$517 sales per sq. ft., with a sales range from \$45 to \$59.

- Small appliances produced gross margins from 12.8 to 20.9%; turned from 3.9 to 7 times; did 0.7% of the stores' business from 0.3% of the selling space; produced \$134 to \$353 per sq. ft.; ranged from \$18 to \$32 on an average sale.

Here's another look at the dead-if-you-do-dead-if-you-don't role of majors in department stores. This time the view is from a study of nine stores in the Great Lakes region, where major appliances (TV, radio, small appliances not included) averaged \$163,000 in 1956, \$100,000 in 1957 and \$89,000 in 1958.

Edgar H. Gault's Michigan Business Reports Number 30, from the University of Michigan, compares major appliance departments in the nine stores against 36 other departments over a three-year span.

- Majors produced the highest ticket of all departments. It ranged \$150 to \$192. Only seven other departments averaged over \$10 and only one other went over \$42.

- Majors was last in gross margin for the three years, with 23.1% for 1956, 23.4 for 1957 and 15.6 for 1958, compared with the highs of 44.0, 43.8 and 43.1 for corsets and bras.

- Majors was 36th out of 37 departments in gains or losses, showing losses of 19.5%, 9.8% and 16.5% over the three years, compared with each previous year.

Where the department store picture is painted in percentages it is a bleak one. Margins keep coming down, but costs continue to be assigned the appliance-TV departments on the basis of the other department allocations. And grosses of 17 to 25% can't pay costs of 33%.

The facts are irreconcilable. Some stores have quit talking percentages entirely. They look at appliances and TV as dollar departments which pay heavy chunks of total store overhead. And they fondle the departments anew because of their high "contribution." But in the year-end accounting the story goes back into percentages and many problems remain unsolved.

#### ONLY A FEW STORES ARE FIGHTING

Many department stores have done little or nothing to meet discount house competition head on. Some have thought of throwing appliances and TV out of their stores. But few actually have. Some have reduced appliances to a courtesy department. Some subsidize their appliance departments. Some have taken the big step, have determined that "we must stay in the business." And some have faced the key issue: "If we're in it, we've got to make it profitable." These latter stores—like J. L. Hudson in Detroit (see separate story)—are writing a new rule book, which may eventually bring some initiative and innovation

back to department store white and brown goods sections.

The most aggressive department stores are bringing costs down by breaking old costs down farther than they've ever been broken. They set up new buying and profit structures based on isolation of newly found controllable costs. One example: Hundson's "Merchandise Management Accounting."

The key step, offered by department store men themselves in criticism of top management, is this: Break white and dark goods away from the traditional soft goods patterns that prevail throughout a store but strangle appliances and TV.

#### THE QUESTION STILL REMAINS

Why should department stores bother with appliances and TV in the first place? Time and time again stores have asked themselves that question. And time and time again they've come up with the following classic answers:

- Appliances and TV are big tickets and we need them to contribute to the total volume.
- Appliances and TV are images of the store—unfortunately, in some cases. So we can't afford

to be higher on those items than our competition is, lest our customers judge prices in other departments by prices in the appliance and TV departments.

- We can't send our customer elsewhere. She may start going elsewhere for hosiery, which she buys six times more often than she does appliances and TV.

In short, the evidence totals up to this: "We've got to have them." But although most stores will agree on that point, they vary as to the way they face the facts.

Most stores find themselves caught somewhere between the "throw it out" and the "run it" schools of thought. And their indecision is hitting them in two places: Their pride and their pocket-book.

As merchants with a long history of competitive innovation behind them, they want to whip their "upstart" competition, the discount house. As readers of history, they find themselves cost-strangled in the tradition-bound shadows of their forefathers. And as statisticians, they face the hard fact that department stores are losing that share of a steadily increasing market they once had right in their pockets.

## TOMORROW many stores feel they must play a bigger role to keep their share of the market

By HOWARD EMERSON

Stay in appliances? Department store pros don't figure they have much of a choice.

"We have a bear by the tail," is, in effect, what presidents and merchandising managers interviewed in an 11-state area told EM Week. That bear is major appliances. And department store men feel they have to hang on to it or get hurt.

EM Week talked to 32 independent and chain department store executives—top brass who could at the stroke of a pen dismiss major appliances as a department or give these durables an aggressive merchandising policy. When asked which way they would make that stroke—and why—the men were frank.

"God only knows why we keep struggling to keep our footing in that rat race," the general merchandising manager of a multi-store operation in California shook his head.

"The only reason I stay in the major appliance business is because I can't get out," admitted the president of a nationwide department store chain with a unit in Phoenix, Ariz.

"Don't you think there is something basically wrong economically when a multi-million-dollar operation like ours has so much capital, floor space, experienced manpower—even window and newspaper space—invested in a business like major appliances, which offers practically no profit return to the store, which serves only to involve us in price wars, incriminations, even comments in your columns that we are as bad or worse than the discount houses?" was the searching question from one store executive in Los Angeles.

Unfortunately, there is no set of enthusiastic statements in favor of major appliances in the department store to balance those expressions of frustration. There are, however, many reasons these department store executives are still in the major appliance business.

#### KEEPING THEIR 'COMPLETE' IMAGE

The quest for "completeness" has kept more  
Continued on page 31

appease and woo their credit customers.

Titche-Goettinger Co. is dominant among the four leading outlets, it's generally felt. And at least one source said Sanger's may be slipping.

Competition for all four comes from three main sources: Discount houses have made quite a dent. Commercial builders installing complete kitchens have taken their toll, too. And Sears is a big voice in the Texas city.

Some of the weapons the stores are wielding to fight heavy competition? Two of the big four have private brands—have had for a number of years. And both advertise those brands "aggressively and regularly." Another weapon, mentioned by distributors but not acknowledged by the department stores themselves: Shortened profit margins.

- **DENVER** A mile high in the Rocky Mountains, two department stores are turning the tables on scoffers and turning the screws on competition through their major appliance merchandising. Aggressive promotions and advertising by The May Co. and the Denver Dry Goods Co. may not be aimed at discounters, but they're hitting them.

These two giants are meeting competition with approaches that are different on the surface, basically the same underneath. The May Co. carries on the department store tradition as a showcase, a prestige account, with several top brands plus its own "Armair" label on freezers and gas ranges. Denver Dry Goods is focusing its promotion and selling on the Westinghouse full line plus Maytag laundry.

But what characterizes both stores is a determination to be successful in—not just to stay in—the major appliance business.

- **GRAND RAPIDS** Department store merchandising is a bigger factor overall here than it is in the appliance business. The three big names—Herpolzheimer's, Steketee's, Wurzburg's—fill the papers with ads, but only Wurzburg's carries and advertises a full line of appliances-TV. Steketee's handles radios and small appliances only; Herpolzheimer's is big in stereo and hi-fi.

The lion's share of the business flows through independent dealers. Local marketers figure the appliance pie goes 60% to independents, the other 40 to Sears and the department stores, with Sears getting near half of this.

Appliance men peg S & S Appliances as the headliner in Grand Rapids right now, due to the firm's rapid rise with a mass merchant's approach.

But Wurzburg's, with appliance and TV departments adjacent to its heavily used downtown parking lots, "can't be ignored."

- **HOUSTON** Sears is undisputed king—in volume and profit—in this Texas city's major appliance market. The others—Foley's, Joske's, Montgomery Ward—seem to be operating on these philosophies: "Please the customer even if it hurts," and "A department store has to be all things to all people."

One outfit, P. N. Hirsch Co., with nine local outlets, is no longer all things to all people. It doesn't carry majors. And throat-cutting competition has forced Montgomery Ward to drop one of its big lines.

Why are the stores—outside of Sears—on the ropes in appliance merchandising? A major distributor says: "They've no one to blame but themselves. They insist on a higher profit margin than the industry will allow."

Other sources blame outside influences, namely discount houses. Fed-Mart and Sage

are the big boys here. The former does no advertising. And the latter has only a little local coverage. One of their tricks, explained a distributor, "is to low-ball certain items on certain days."

- **INDIANAPOLIS** Department stores in the city have been losing ground recently in the fight for appliance dollars. Even an aggressive merchandising tack taken about a year ago hasn't gained it all back for them. Of the city's three big stores, only one—The William H. Block Co.—has boosted appliance sales over the past year. The other two—Ayres and Wasson's—have either just held their own in the market, or, perhaps, even slipped a bit.

To stem the tide, the stores began cutting prices about a year ago. That move, plus some gimmicky sales and a trend toward harder selling led one Indianapolis dealer to snap, "All of a sudden they're becoming box operations."

The department stores say they had to get tough because of stiff competition. Arrayed against them: Rose Tire Co., which operates three stores under its own name and two discount operations under another name; Sears; and some big independent dealers.

TORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY

# First and only No-Frost gas refrigerator-freezer with all these features



GA-1400

- **Slim, trim, squared design** . . . for flush fit, built-in look.
- **Exclusive foam insulation** . . . allows thinner walls and doors for 35% more storage in same floor space.
- **Exclusive IceMagic®** . . . automatically replaces and stores every ice cube used. 108 cubes—5 trays full.
- **Jet-Cold\* Shelf** . . . chills fruits, puddings, pies and beverages super-quick.
- **Jet-Cold Meat Chest** . . . meats stay "country-fresh" longer because of sealed-in humidity and proper meat storage temperatures.
- **Activated Cold System** . . . scientifically fan-circulated cold, crisp air maintains balanced cold for more ideal food preservation.
- **Million-Magnet\* doors** . . . tight seal all around—yet open with only a slight pull.
- **Lower operating cost** . . . a tiny, economical gas flame is the heart of the sealed refrigerating system—no moving parts to wear out.
- **Quiet, long life** . . . that only gas can provide.
- **10-year warranty** . . . on the durable, sealed, gas refrigeration system.

Ask your RCA WHIRLPOOL distributor for all the facts on this newest refrigerator.

\*Tmk.

Join up! . . . it's easier  
to sell RCA WHIRLPOOL  
than sell against it!



Your family will love our family of home appliances

## Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan





## HAVE DEPARTMENT STORES REALLY MADE A COMEBACK IN APPLIANCES?

CONTINUED FROM PAGE 29

department stores in the major appliance business than any other reason, was the consensus of merchandising managers. "A department store's strength is in being able to carry all types of merchandise for all types of people," said Harry D. Schmidt, vice president and general manager of the Denver Dry Goods Co. "Our pride in continuing to be known as 'complete home furnishers' keeps us in the major appliance business in spite of the headaches," R. W. Breuner, senior vice president of the 104-year-old, multi-store Breuner's, Oakland, stated. "We keep the department so we can give the customer a complete home line," explained C. W. Helser, president of Welmar, Inc., nationwide department store chain operating the Dorris Heyman store in Phoenix, Ariz. And G. Rodeback of Olds & King (Western Dept. Stores), Portland, Ore., pointed out "... we have had major appliances for many years. We have an obligation to our customers."

Customers must see this image of completeness or department stores will lose their firm grip on steady buyers in departments other than major appliances, the store executives agree. One comments "... how many departments can a department store give up without abdicating its claim to being a 'complete' store? A concern has to earn the right to the acceptance the public gives to a department store—earn it by carrying a full variety of merchandise."

Department store executives know there is at least one, usually more, group of merchants ready to make permanent customers of the people the department stores lose. In cities like Seattle, San Diego, Denver and Phoenix, for example, there is a rising wave of large, well-financed discount houses ready to take the customer who is not served adequately by his favorite department store. In the San Francisco-Oakland market, with less discount competition than in most metropolitan markets, there are several alert, aggressive, top-reputation furniture stores ready to grab the home durables business from any department store that lets loose its major appliances.

In such markets as Los Angeles, where discounting, per se, has long since given way to mass merchants, department stores now are fighting to keep their customers from straying to these 'discount department stores.' The situation was well expressed by J. Clark Chamberlain, secretary-manager of the Bureau of Home Appliances in San Diego: "With the rapid development and the aggressive merchandising methods of the 'discount department store' it is a grave mistake for an established department store to lose its hold on any segment of its customers."

## ATTRACTING A NEW GROUP OF CUSTOMERS

Getting new prospects into the department store is a steady job for management. The waves of migration and immigration, plus the loss of

the dead and the disgruntled, preclude even the most successful operation from existing long on the purchases of its "old customers." And in this quest, major appliances are more important than any other department except furniture, the executives pointed out as they explained another reason for staying in a business they don't like.

The top official of a store in the Mountain States area said: "Appliances attract, we believe, many new customers who might not otherwise come into our store. The newcomer to the city usually finds that he needs a new appliance, either for the home he is renting or in a new home he is buying. Our major appliance department serves as a contact with this newcomer and adds another customer to our store."

## HOLDING ON TO CREDIT CUSTOMERS

Department store pros rated this reason for keeping their major appliance departments on a level with "completeness." And, of course, the two are related closely. "There is no profit in the selling of major appliances," the general merchandising manager of a Los Angeles chain stated flatly, "... the most important consideration is the serving of credit customers." Another executive in that city pointed out: "We can't afford to have customers open credit accounts at stores that compete with us for any type of home goods. We need the open accounts to keep the customers' soft goods business. We need the contract business because it is vital to our profit structure. We have to loan money to make a profit—so we keep the appliance department. We try not to lose more on the sale than we make on the paper."

There was a day, one merchandising manager recalled, when a department store could keep its credit business in spite of cash sales made by the customer in discount houses. "Not any more," he said. "Then the discount houses operated a cash and carry and uncrate business. Now the discount houses have the banks right behind them—and we don't, because we carry our own paper. Every discount house worth considering as a competitor offers either bank or manufacturer-sponsored credit. We have to compete by offering easy and personal credit—with a wider open end. We have to trade on the friendly picture we've created with the public and we have to trade on the inherent distrust of bank credit that some of the public still has."

## BUILDING TRAFFIC—INEXPENSIVELY

"It would be worthwhile having white goods at a break-even point—which they practically are—just to be able to use the co-op advertising money that's offered us," a Northern California store manager admitted. "It's sort of a 'scratch my back and I'll scratch yours' arrangement with the distributors. They pay for most of the advertising—which gives us a chance to draw some

traffic and to get a lot of attention to the store—and the distributor gets some business plus the important prestige value of having his line featured in the newspapers under our logo."

"Appliances have an emotional quality that can be exploited," said the executive of a Los Angeles department store. "We can get excited and we can get the public excited with a good page on refrigeration or dishwashers. People will come in—they may not buy, and if they do we may have to wheel and deal until there's little profit left. But, on the day when we have a big appliance promotion, sales go up in almost every department of the store. And there's profit in those other departments."

Most department store managers agree. In Portland, Ore., this observation was offered: "There is such a diversification of products in the major appliance department (we include dinette sets and vacuums along with the white goods) that we can keep a succession of monthly specials that will, over the year, attract practically everyone."

But a Phoenix executive begged to differ: "Appliances don't bring traffic—they bring chiselers. And if we are not the lowest price in town on appliances they figure maybe we're not the best price on other goods either. If we are the lowest priced on appliances, then the customer thinks he can chisel us on furniture and other goods."

## 'WE CAN'T BE QUITTERS!'

That was the plea from one of San Francisco's well-known department store principles. And there's more than "face" involved in the issue.

One appliance industry spokesman recently summed the situation up this way: "... people quickly understand that a department store has given up appliances because of discount pressure. I believe the store officials should take into consideration what people are going to infer from that. They're going to infer that the big store is not a low-cost operator, that their prices must be pegged artificially higher than competition. And they're going to suspect that prices on other goods the department store still offers are perhaps inflated. I don't think a big store can afford a reputation for 'cherry-picking' merchandise to be sure it handles only highly profitable goods."

Most executives agreed. "If we got out of major appliances we'd be admitting a fatal weakness," said one in Seattle. Another in Oakland stated: "We have families who've been customers for three generations. Can we tell them we can no longer serve their needs for major appliances? They'd resent going elsewhere. They'd feel we'd let them down—and they would wonder which department would be the next to go."

For reports on how department stores have fought back in three cities, see pages 35, 37, 39.

## CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY

● **KANSAS CITY** There was a time when Kansas City's appliance picture could have been divided into three, distinct segments: Sears, with a pretty substantial share of the market; the big independent dealers, such as Jack Boring and Albert Bell; and, set just a block apart on Main Street, The Jones Store and Macy's, key department stores.

Sears and the independents dominated the picture. Jones and Macy's, while doing a pretty effective selling job, took a less aggressive approach to merchandising.

Macy's merchandising is still low-key. But Jones has been kicking up some ripples this year with a well-advertised, cut-price policy on majors that has Kansas City's independent dealers worried. This old, highly regarded company with four outlets (three suburban stores plus the one downtown) and some top lines (Frigidaire, Tappan), could cause trouble for the independents.

● **LOS ANGELES** What happened to Los Angeles department stores' major appliance business shouldn't—but it did. The stores' only mistake was to be caught in a market area where discounting flourished like a fertilized

mushroom in the late '40's. Only in a few Eastern centers has there been any comparable volume and variety of discounting as that which faced such nationally known stores as Barker's, The Broadway, Bullock's, The May Co., J. W. Robinson.

In that fertile market the closed-door discount houses originated; open-door discounters spread their activities; and independent dealers struggled for survival with techniques that made some discounters shudder. In the midst of that battlefield rose the mass merchants, both schlock and borax types, with concerns like White Front Stores, Dorn's House of Miracles, Crosson's, Leonard's and others. Department stores found their appliance sales slipping in spite of serious efforts to hold the business.

In 1958-59 the worm turned. Intrigued by the "Detroit Plan," several stores set out to "out-discount the discounters." Led by The May Co., advertising changed from conservative layout and copy to bold, brazen price cutting. And they sold what they advertised—estimates say they got as low as 10% above cost. More than a year of chaos followed.

Today, most department stores are holding

their own, with The May Co. and The Broadway the most aggressive in merchandising. According to distributors who see the books, most of the stores actively merchandising majors have moved up to a 26-28% gross profit.

During the period of "10 percenting" the department stores eliminated a couple of large discount competitors, got rid of many small discounters, hurt the independents badly. But they didn't hurt—and some in the trade feel they helped—the biggest mass merchants.

● **MEMPHIS** Majors are generally profitable for this city's department stores. But the reason probably lies in the local lay of the land: Discount houses are practically non-existent.

Goldsmith's, Bry's, Gerber's and Lowenstein's are all waxing fat and sassy on their chunks of the market, grumbling over only one thing: Sears. "Without them, we'd certainly do a lot more business," was one merchandise manager's drawing understatement. "Yep," another echoed. "We'd be in real good shape if they weren't in Memphis."

● **MIAMI** Despite strong competition from other sources, Miami stores continue to play a major role in appliance-TV retailing.

The stores here—Jordan Marsh, Burdine's, Richards—advertise aggressively, promote, cut prices and hold frequent sales to combat competition. Trade sources say these efforts are paying off by giving them a "bigger hunk" of the business—especially in TV and air conditioners.

Appliance distributors, though, vaguely charge department stores are "not doing enough" merchandising. And in the past few years, the stores have narrowed the number of brands carried.

The competition? Five Sears stores spread across South Florida are a "very important factor" in the market, merchandise managers concede. But more of a threat is the nine-unit Jefferson Stores discount appliance chain.

Jordan Marsh and Burdine's fight competition by pushing private brands. Richards, a City Stores operation, relies on brand names.

● **MILWAUKEE** If department stores were ever really out of Milwaukee's competitive appliance picture, they're back in it in a big way now. Perhaps seven or eight outlets sell the bulk of the city's appliances—and four of them are department stores.



# Another Philco first!

# Philco

**MODEL 1720R READY NOW!** Besides REVERB has a five-speaker stereo sound and amplifier system. Two speakers with matching grille cloth play inside—or outside—for up to 30 ft. of separation! Lightweight tone arm and dual sapphire needle. 45-RPM spindle and tape input jack. Provision for drop-in, play-in AM-FM tuner. Mahogany-, walnut- or maple-finish cabinets.



## EXCLUSIVE PHILCO ADVERTISING CAMPAIGN

Only Philco gives you the drawing power of famous **PATRICE MUNSEL** to pull customers into your store!

Complete national and local ad campaign! In leading national magazines — local newspapers — even musical mailers — Patrice Munsel will invite customers into your store for a Philco REVERBaphonic Sound System demonstration! And when they come in, there's Miss Munsel in *your* window — on your sales floor — in life-size, lifelike full color! Get in on this nationwide Philco REVERB promotion! It's ready *now*! Call your Philco Distributor today! Don't miss seeing and hearing Philco REVERB at your Distributor's, or at N.A.M.M. Show Space 411-412.

**TIE IN! BUY IN! AND YOU'LL SELL RIGHT NOW!**



Ready now for immediate delivery!  
The newest, most exciting sound in music!

# REVERB!

The new dimension in sound  
...the step beyond stereo!

*Another Philco exclusive...*

Patrice Munsel is ready to help you sell the  
Philco REVERBaphonic Sound System now!

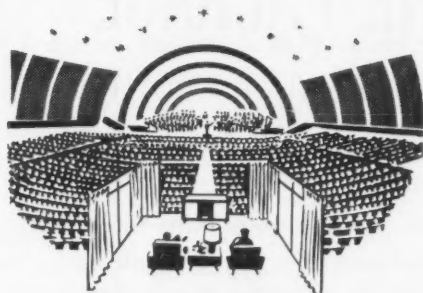
The new Philco REVERBaphonic Sound System makes any record—monaural, stereo—even old 78's—sound thrillingly different—alive!—new! ■ No new records to buy! ■ New Philco REVERBaphonic Sound System transforms AM/FM and tape! ■ Exclusive REVERB Demonstrator lets you show customers the living difference right on your sales floor. ■ Turn on REVERB and the walls seem to roll back. ■ Customers will literally *leap* with amazement! ■ It's the most demonstrable feature in phonograph history! ■ And *you can deliver Philco REVERB right now! No waiting, no delay!*

## AND THAT'S NOT ALL!

Philco backs REVERB with an all-out national and local TV, magazine and newspaper promotion! Tied right to your store! See details on opposite page.



**MOST EXCITING "DEMO" EVER!** No more fussing with acoustical backdrops, no more special floor arrangements. With this remote control it's "push-button" easy to demonstrate Philco REVERB anywhere in your store. It's an almost unbelievable musical experience!



**URNS YOUR STORE AND YOUR CUSTOMER'S ROOM INTO A VAST CONCERT HALL!** Philco REVERB rolls back the walls! Even a small room becomes a ballroom with REVERB. Your customers have never heard anything like it. They must hear it to believe it!



**CONTROL PANEL HAS EXCLUSIVE REVERB DIAL WITH 4 DEGREE SETTINGS!** Custom-blend your own REVERBaphonic Sound. Unique control knob lets you add as much or as little REVERB as you want. There's absolutely nothing like it! And it's ready *now!*

**READY FOR IMMEDIATE DELIVERY**  
**SEE IT \*\*\* HEAR IT \*\*\* BUY IT**  
**AT YOUR PHILCO DISTRIBUTOR'S**  
**OR AT N.A.M.M. SHOW SPACE 411-412**

# PHILCO



*Famous for Quality the World Over*

**THE FAIRLAWN**—Even the sink and fixtures are included in every Westinghouse Ensemble. The package shown below comprises 6 Cabinets in Heirloom Maple Finish; Built-in Oven, Drop-in Range Platform, Porcelain Enamel Sink with Mixer Faucet in Chrome; White or Yellow Micarta Counter Surfacing in gold-flecked Constellation pattern. (Refrigerator not included.)

Approximate retail price

**\$7<sup>50</sup>**  
per week



## WESTINGHOUSE ENSEMBLE KITCHENS PUT EVERYTHING INTO ONE PACKAGE

NOW ANY APPLIANCE DEALER CAN SELL KITCHENS AT A PROFIT!

Because they are complete packages, Westinghouse Ensemble Kitchens enable you to sell modestly-priced kitchen improvements with handsome profits.

You make one clean-cut sale, place one order with one supplier, and get everything from one source . . . bearing one famous brand. All this means that you can offer your customers the finest in Westinghouse beauty, quality, features, and value at a price they can easily afford.

Put a demonstration ensemble in your store and see how it attracts the customers . . . lets you step up single appliance sales into big ticket orders!

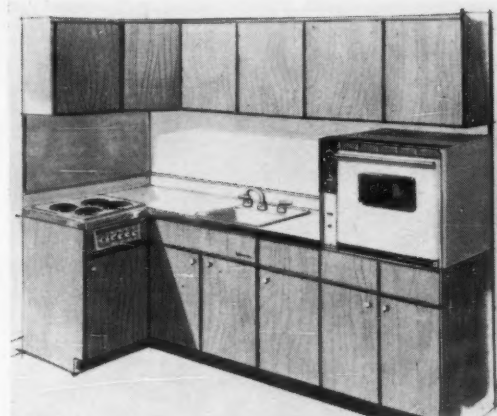
Your Westinghouse Distributor can show you how to get *your* share of a remodeling market, estimated at millions of homes with a potential of billions of dollars. Call him today!



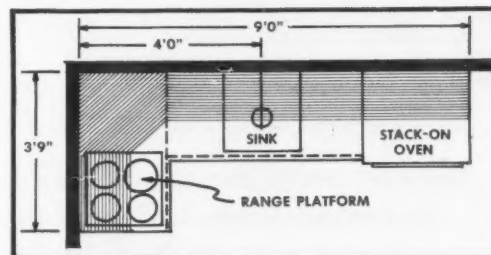
**YOU CAN BE SURE...IF IT'S Westinghouse**

Westinghouse Electric Corp.,  
Custom Kitchen Department,  
Mansfield, Ohio

Tune in Westinghouse-CBS TV-Radio Presidential Convention Coverage, July 10-29.



**THE ARLINGTON**—with stack-on Imperial Oven, four-unit drop-in platform, 5 Heirloom Maple Finish Cabinets, sink with mixer faucet, and Micarta counter top . . . all in one package at approximate retail price of only **\$7<sup>25</sup>** per week



See how little space a sales-making Westinghouse Ensemble Kitchen will take in your store!



# What Techniques Have Department Stores Used to Fight Back?

CONTINUED FROM PAGE 31

## CHICAGO: they have imitated discounters

By GORDON WILLIAMS

Department stores are back in Chicago.

They're back with a new look which, in many ways, emulates the same discounters who helped ease them out of the appliance picture back in the mid-50's.

They're still not a major factor in Chicago—no one gives them more than 15% of the market while Sears and Sol Polk probably have half—and all but two of the big stores are reported to be losing money on appliances.

But department stores are back.

### THE NEW LOOK VS. THE OLD LOOK

Key features of the new look are (1) more aggressive advertising and promoting and (2) an apparent willingness to cut margins down to 15, 12 or in some cases even 10%.

Goldblatt's, with a big store on bustling State Street and 20 more scattered throughout metropolitan Chicago, is generally conceded first place among department stores; third place in the city, behind Sears and Polk Brothers.

Second place among department stores is a toss-up between carriage-trade Field's (a block-and-a-half square store on State Street and six more in the suburbs) and Wieboldt's (only neighborhood outlets now but negotiating for a spot on State Street). Trailing are Carson's, Mandel's and The Fair Store, all with State Street stores and branch outlets.

Goldblatt's and Wieboldt's probably are making money on appliances. Everyone believes Field's is losing plenty and the only question is "how much?" One source says \$250,000 last year; another says \$600,000.

Nearly everyone, however, agrees the department stores had to cut prices to regain lost ground in the appliance market. "To get back into the picture," declares a department store man, "we had to fight the discounter with his own weapon and that meant cutting prices. Otherwise we'd be right where we were."

A decade ago department stores were important in the Chicago market. The big State Street stores—Field's, Carson's, Goldblatt's, Mandel's and The Fair, plus the Wieboldt chain of

neighborhood stores—were selling 10% of the city's major appliances, maybe more. They were shooting for a 30% margin, but so were most of the independent dealers. Then came the discounters—led by master showman Sol Polk—and the idea of a 30% margin went out the window. Naturally conservative by nature, unwilling to match the discounters either in pricing or promoting and hampered by high overhead, department stores began to lose money in appliances. The period of oversupply in the mid-50's completed the process. By 1957, their share of the market had dropped to 6 or 7%.

Two—perhaps three—years ago, department stores began coming back. This time they were ready to fight the discounter on his own ground and with his own weapon—price. By 1959, it was Field's—respected pillar of State Street department stores—and not Polk's that was regarded as the setter of Chicago appliance prices.

### WHY AND HOW THEY CAME BACK

Two decisions helped:

First, department store executives decided it was better to lose dollars than to lose customers.

Second, department stores took another look at their accounting systems and made some changes. They learned that while their appliance departments could gross only so many dollars, nothing in the same space could do better.

Other factors: First, there simply are fewer appliance stores in Chicago than there were five years ago—perhaps only a third as many.

Secondly, department stores are major beneficiaries of the exodus to suburbia. While appliance specialists tend to shy away from the big, suburban shopping centers, department stores were quick to move in.

Finally, of course, department stores already had credit, advertising and bookkeeping departments, warehouse facilities plus solid financial backing. Their buyers were generally more experienced than the average independent dealer and, because they bought in quantity, they could make better deals for themselves.

### PROFILES OF THE 'BIG THREE'

Field's probably works on a lower margin than other department stores, but there's considerable disagreement on whether they actually set Chicago's appliance prices.

One distributor thinks they set them on small appliances but not on majors. Says another, "The public really sets the price. Field's just finds out the going rate faster than anyone else." This appears to be correct.

Field's probably shoots for a 12 to 16% mar-

gin, and continues to lose plenty on appliances. Everyone in Chicago has heard at least one rumor that Field's will soon drop this emphasis on price, especially since losses seem to be mounting. Field's, however, is one store which must sell appliances as a convenience, because of its reputation of never disappointing a customer. Even though it is dropping a bundle, because of this reputation, Field's can't let too many customers walk. Best bet is that Field's will up its margins slightly, but not enough to take itself out of competition with Sol Polk.

Goldblatt's stresses price in its advertising and promotions, yet appears to be getting a higher margin than Field's. With 21 stores, Goldblatt's has about 5% of Chicago's appliance business.

Its big weapon is the sale. The firm ran three major promotions during a recent three-week period, may run a dozen or more each year. Goldblatt's promotes these sales heavily, too, with emphasis invariably on price. Actually, the store gets a fairly good price in day-to-day selling, but has the reputation of dropping its floor considerably during a sale.

Wieboldt's is an exception among Chicago department stores. It doesn't try to match the other stores on price, instead tries for a 25% margin and usually gets it. And appliance and TV merchandise manager King Boyd frankly admits, "We're making money on appliances."

Wieboldt's advertises and promotes heavily but stresses the store's name and reputation rather than price. It also offers S&H Green Stamps.

Wieboldt's has traditionally operated through its six neighborhood outlets but is now negotiating to buy Mandel's, an old State Street store.

### WHAT'S NEXT IN CHICAGO?

How long will the "new look" last?

Most people think they already see a change coming, especially at such stores as Field's and Carson's. Department stores are being criticized more and more for price-cutting, especially since price-cutting doesn't seem to be working.

Those who see changes in the works at Field's and Carson's think they will come because the pressure to cut prices has lessened and because no store can afford to lose money year after year on appliances. Also, department stores have regained the share of the market they once held.

The return to bigger margins won't come overnight, but most Chicago appliance people—dealers, distributors, even department store people when they're speaking off the record—feel that it will come.

For the second report on how department stores have fought back, see page 37.

STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY

There's no solid answer on which of the four does the biggest appliance volume. It could be Sears, Gimbel's or Schuster's. Fourth place generally is conceded to The Boston Store, which has only one major market.

With four stores—although none of them is in the real heart of downtown Milwaukee—Schuster's probably once held the lead. But it may have lost it to the two-store Gimbel operation. Gimbel's has been promoting heavily recently, with the theme "Our Prices are Unbeatable." Location also helps Gimbel's, which has one store squarely downtown, another in a highly successful south side shopping center.

The department stores must work hard to compete with tough aggressive independent dealers, biggest of which is Samson's, with six stores scattered throughout the city. Still, the department stores have been doing pretty well in the race.

● **MINNEAPOLIS** Aggressive merchandising and some unique local conditions set department stores up for a strong—perhaps even a dominant—role in the Minneapolis appliance market place.

The two big stores are Dayton's and Donald-

son's, although most dealers will tell you Sears sells more appliances than either. The same dealers, though, peg Dayton's second and Donaldson's third. Dayton's sets Minneapolis appliance prices, uses the "we won't be undersold" theme heavily. Toughest competition comes from Johnston's—probably the city's key independent dealer—and from Sears.

The department stores have a big advantage that's especially important in Minneapolis: Their old, well-respected names, known throughout the northern tier of states. Since big cities—and major dealers—are rare in this part of the country, both stores go after—and get—a great chunk of mail order business.

A local distributor suggests another factor: Minnesota's merchandising cooperative utilities (one actually sells in the outskirts of Minneapolis) keep down the number of local dealers, sending many customers into the city to buy.

● **NASHVILLE** Four department stores and Sears are competing on an equal basis with mass merchants, independent dealers and a few discount houses in this city's major appliance merchandising. But it looks as if the big stores' sales are declining slightly. One reason:

A 25-30% increase in major appliance sales in the suburbs. Some say, though, this trend will slow next year.

Of the four department stores carrying full ranges of appliances, from electronics to white goods, one is low volume, another does a terrific volume, two are holding their own. A fifth suburban store shows increasing sales.

● **NEW ORLEANS** The three major department stores here contend they are doing more than keeping their heads above water when it comes to appliance-TV merchandising. Maison Blanche, Holmes and Krauss, Ltd., say they're making money on their lines, in spite of unsettled market conditions.

All three figure the customer expects them to carry majors and TV—and to extend ready credit on them. That's why they've stayed and will stay in the field—and to a considerable extent. One potent weapon they have to meet competition: Advertising budgets with healthy provisions for pushing appliances.

In this Louisiana city, only Sears handles private brand appliances. And Sears is considered the "major competitor" in majors. But not so major in TV.

● **NEW YORK** From an appliance-TV standpoint, New York is virtually a two-department-store city. Macy's and Abraham & Strauss remain the juggernauts in the market. Gimbel's still runs a department, and branch store activity has kept the firm a factor in the business. The promotional department store, S. Klein on the Square, has also grown more active in appliances and TV since opening its new Yonkers store.

The profile, or image, orientation of the remaining department stores indicates an assignment of a lesser role to appliances, TV and related products. Gertz has dropped appliance lines except for its own brand. Stern's 42nd St. store likewise has no appliances, but still carries a TV, radio, hi-fi and stereo department, with appliances in its Paramus store. Bloomingdale's, Altman's and John Wanamaker have stayed largely with modest TV, radio, hi-fi and stereo departments. Bloomingdale's is reportedly exploring the possibility of getting back into appliances.

Observers find it hard to credit New York department stores with accounting for more than \$20 million annually in appliances, TV



The Appliance Gold Rush is to

# The Gold Star Gas Range Promotion

*Gas ranges of "Gold Star" Quality  
continue to mine a bigger and  
bigger share of the market!*

Are you getting your share of the gold in the "Gold Star" Gas Range Promotion? In market after market Gas ranges awarded the "Gold Star" are earning a bonanza! In national magazines—on television, including "Playhouse 90"—on radio and in the papers—people are being educated to the advantages of Gas cooking and are being urged to demand the "Gold Star" on any range they buy. Tie in with the "Gold Star" Promotion and tie in with the mother lode of profits that Gas range dealers are digging today!

AMERICAN GAS ASSOCIATION

**There are more than 28 advantages—in performance, automation and design—in Gas ranges built to "Gold Star" Standards! That's why the "Gold Star" does such a selling job for you!**



**Look to these great names  
for ranges built to  
GOLD STAR Standards**

BROWN FEATURAMIC • CALORIC • CROWN  
DETROIT JEWEL • DIXIE • EAGLE • GAFFERS &  
SATTLER • GLENWOOD • HARDWICK  
MAGIC CHEF • MODERN MAID • MONARCH  
NORGE • O'KEEFE & MERRITT • PREWAY  
REAL HOST • RCA WHIRLPOOL • ROPER  
SUNRAY • TAPPAN • THE BOSTON STOVE  
COMPANY • UNIVERSAL • VESTA  
WEDGEWOOD-HOLLY • WELBILT

## SHOW OFF the "Gold Star." It will PAY OFF



## WHAT TECHNIQUES HAVE DEPARTMENT STORES USED TO FIGHT BACK?

CONTINUED FROM PAGE 35

# PHILADELPHIA: S&C combines "selective merchandising" with "competitive" price

By JOHN A. RICHARDS

Strawbridge & Clothier in Philadelphia is daily proving that a traditional department store, whose roots go back 92 years, can still slug it out in a category as competitive as the appliance-TV department.

"Nobody likes certain aspects of the appliance-TV business," says Ken Campbell, divisional merchandise manager of S & C's fifth floor, which houses majors, TV, electrics, as well as housewares, china and other items. "I'm referring particularly to unreasonably low margins in an area where costs continue to rise. However, Strawbridge & Clothier is a complete department store. We have never backed away from a product classification because it was competitive. And we don't intend to back away from appliances and TV. Our aim is to serve the customer and operate at a profit with the tools we have.

Thus S & C is committed to the proposition that nobody is going to chase it out of the appliance-TV business. And to hold its position it is following time-tested techniques of successful hard goods merchandising.

## S & C HAS A ONE-PRICE IMAGE

Sprinkled throughout the major appliance department, for example, are such signs as "Buy with confidence: Quality products; low prices; reliable service." "You never need a trade-in: Our low, low price is available to all!" And "Another extra service! All prices are clearly marked!" Every S & C customer enjoys the same low, low price!

And that's the way it is. Big price tags hang from every piece of merchandise. The prices are geared realistically to surrounding competition.

"That includes our three branch stores," says Al Stine, major appliance buyer. "If we meet a competitive price in our main store, the branches do the same. And if we meet it in one branch we meet it in them all."

S & C executives leave no room for doubt that they are meeting their department store competition head-on. So, in effect, S & C is prepared to meet all types of competition in Philadelphia city center and in its Jenkintown, Ardmore and Wilmington branches. And the same one-price policy

will pertain to a Cherry Hill branch, projected for 1961.

Inherent in this one-price concept today is realistic initial pricing. S & C officials are reluctant to disclose specific figures, especially total volume and margins.

But they freely admit that in 1956 they took a closer and longer look at the total appliance-TV picture. At that time they determined to embark on a program of more realistic pricing.

The reasoning, according to Stine, was that any department store had to decide either to get out of the business or to stay in with both feet. Since S & C intends to be a total department store, in staying in appliances and TV, its pricing had to follow the market.

At that time S & C decided to shop its major competitors, determine the highs and lows and arrive at a pricing mean. This would represent X dollars above the lowest price. But it would be a price that a department store of its caliber could live with. And S & C could command this type of price formula by virtue of (1) its then 88 years in retailing with an established reputation for fair dealing, (2) its policy on returns which guarantees satisfaction to any customer, (3) its prompt service to all areas of its market and (4) its liberal credit—including a revolving plan or negotiated contracts, which offer customers the appealing advantages of no down payments and up to two years to pay.

## OTHER FACTORS HELP OUT

Display, service and personnel training are important in implementing Strawbridge & Clothier's one-price policy.

S & C has probably the biggest space allocation for major appliances and TV among the five downtown Philadelphia department stores. All departments, including electric housewares, fans and air conditioners, major appliances, kitchens, records, TV and radio, and hi-fi and stereo salons are concentrated on the fifth floor. G-E and Norge majors; TV by Magnavox, RCA Victor, G-E and Motorola; ranges by Tappan and Caloric; and kitchens by G-E, Geneva, Kemper, Wood-Mode and Youngstown indicate the range of brands available at S & C.

And a significant part of the store's offerings are in its own AMC brand, particularly refrigerators, ranges, TV, radio, phonos and hi-fi.

At the downtown store, there are seven salesmen in the white goods department, including a kitchen specialist and a vacuum cleaner specialist. TV, radio and hi-fi salesmen number five. In the branches, there are two salesmen for each whole department.

As part of the new approach to appliance-TV merchandising, S & C buyers hold this total sales staff to a stiffened regime on training, product know-how and creative selling. They stress con-

stant product training and arrange every possible opportunity for assistance from suppliers. Since, under a one-price plan, the only room for competitive maneuver lies with creative selling, S & C has switched from a straight commission plan to a graduated commission plan. It allows buyers to merchandise up from the stiffly competitive leaders to the more profitable high-end merchandise. And at the same time, it enables salesmen to really sell product features with trained know-how.

S & C's prices include delivery, installation and service. To back up its total service policy, the firm operates a service department of four white goods men—two in and two out—and five TV men, all sharing a common service manager and all based at the S & C 300,000-square-foot warehouse. Emergencies are given same-day priority, and the staff shoots for one-day service generally. S & C farms out some air conditioner service, and outside of Philadelphia, farms out on private contract to organizations set up to S & C standards.

## SELECTIVITY IS A STAPLE

Selective merchandising is vital in S & C's new competitive look. Divisional merchandise manager Campbell feels that a one-price program must be dovetailed with other alert merchandising techniques. These include sitting on a bigger inventory, carload buying, running with the firm's own AMC brands and selecting lines which strengthen Strawbridge & Clothier's position in the market place.

S & C realizes that advertising support for its programs depends on its importance to a manufacturer. And in this department, S & C is as hard-hitting as any other department store—within the limits of comparative restrictions—using price or features appeals.

More important, S & C is constantly creating a fresh image for itself in appliances and TV. A primary example is its kitchen business. Two years ago S & C set out to solidify its position in kitchens. How? It got a specialist, arranged some selected G-E packaged kitchens and pioneered packages in the \$499 range. Result: S & C picked up kitchen business in the range from \$500 to just over \$1,000, thus augmenting an existing custom business. The same thing happened with freezers, which are sold at S & C separately in the appliance department, and in conjunction with a food plan.

This selective approach to merchandising, combined with aggressiveness for profit, are reasons Strawbridge & Clothier has solidified for itself a significant percent of the market. It leaves no doubt in anyone's mind that it is in the appliance-TV business to stay.

For the third report on how department stores have fought back, see page 39.

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and related products. And some think this is too high.

The market has felt the stiff expansion push of low margin retailers and chains. In electing to stay in the business, stores have had to match this competition. This has meant adjusting to realistic margins, sometimes leveling off somewhere in the low 20's.

● **PHILADELPHIA** Department stores here apparently are in the appliance-TV business for keeps. Five of them—Gimbel's Lit Bros., Strawbridge & Clothier, John Wanamaker and Snellenburgs—are slicing up about 6 to 7% of the appliance-TV business in a 3½% market.

The competitive picture is further sharpened by the existence of two Korvette units—in Springfield and North Philadelphia, growing Bargain City-U.S.A., Silo's, tough independents like Mart Farr of Upper Darby and Sears.

About four years ago department stores seemed lackadaisical about appliances and TV. Lit's and Snellenburgs tried leased departments. But an adjustment to realistic margins has occurred since. Estimates now are that they are striving for 25% of selling price,

rather than traditional 30% levels and up.

Operations like Gimbel's and Lit's are slugging it out at promotional and discount house levels. Wanamakers and S & C prefer to match department store competition.

● **PITTSBURGH** Major appliances are hanging on to a necessary spot, if not a profitable one, in the city's department stores. All three downtown stores—Kaufmann's, one of The May Co. chain; Gimbel's; The Joseph Horne Co.—feel they have to carry appliances to serve their customers fully. None of the three is pushing appliances particularly. Even so, their share of the business in the last five years, individually and collectively, has risen over the previous five when sales were heading down.

As profit-makers, appliances mean nothing to the three stores, since they all are trying "quietly" to meet discount prices, and are hurting because of it. Markups on majors range from as low as 12%, one store complained, to 25%—unheard of "lows" not too many years back.

Unquestionably, Sears is a big competitor in the Pittsburgh market—probably the biggest, the department stores concede. One guess

puts Sears' share of the local appliance pie at around 25%. Surprisingly enough, though, the stores seem to ignore Sears as their big competition and keep watching each other.

● **PORTLAND** There are good appliance departments at Olds & King, Lipman Wolfe & Co. and other Portland department stores. But, as in the past and probably long into the future, Meier & Frank dominates the department store merchandising of major appliances just as it dominates the selling of most other goods—hard and soft—in northern Oregon.

If department stores are dead in the major appliance field, then Meier & Frank is a running, wheeling, dealing, trading, promoting, servicing ghost. It has stayed in the business with enthusiasm, ability and, apparently, the type of financial success that causes titting all the way to the bank.

● **RICHMOND** Virginia's two largest department stores—Thalhimer's and Miller and Rhoads—have both maintained an upward trend in majors sales during the past few years. The two have no complete branch stores as such, but operate what they prefer to call "regional"

stores in other cities in the South.

Agreeing that private labels are necessary to fight competition—and, besides, give bigger margins—both stores rely heavily on them. And both have narrowed their operations somewhat in the number of lines carried, feeling that they can do more justice on a line when they don't handle competitive goods.

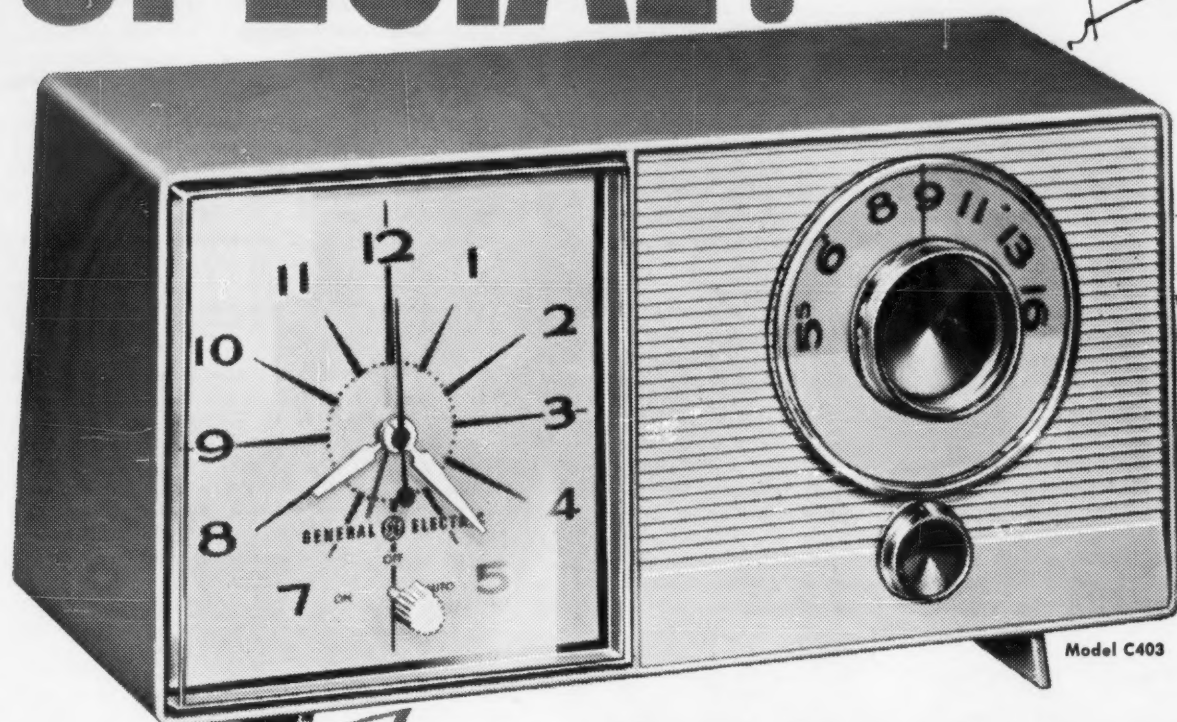
Discount houses, new on the scene in this area, do not seem to have hurt department store sales so far. One reason: Credit policies of the latter.

● **SAN DIEGO** Department stores are on the upswing in this major appliance market of nearly one million. What makes this fact surprising is that they have fierce competition from two sources: 1. Elaborate, well-financed, actively promoting mass merchants; 2. A Sears operation that was designed and is managed as a "model" for later stores and future merchandising methods.

Pacesetter right now is Walker-Scott Co. Long active merchandiser is Whitney's. Soon to supplement them is a unit of The May Co. The only defection: Old-timer Benbough's, which, with its purchase of Dohrmann's, closed



# GENERAL ELECTRIC BACK-TO-SCHOOL SPECIAL!



**\$19.95\***  
LIMITED  
OFFER

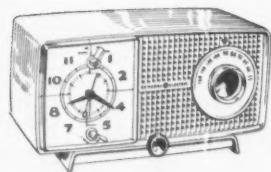
## Most Powerful General Electric Clock-Radio Ever Offered at This Price!



This radio and its components are made in America by American craftsmen. When ordering tubes, ask for General Electric Service-Designed tubes.

Big pre-fall traffic builder... a natural for sell-up. This sensational General Electric special is backed by a record-breaking, factory-paid advertising program... in national magazines, Sunday Supplements, and local newspapers. Don't wait... place your order right away!

- Four tubes plus rectifier... printed circuit.
- Automatic wake-up-to-Music. Antique white... color molded all the way through.
- Limited Quantity... no re-orders. Call your General Electric Radio Distributor today.



Model  
C436

**\$24.95\***



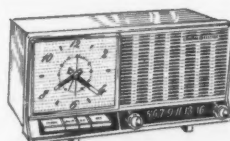
Model  
C405

**\$29.95\***



Model  
C430

**\$34.95\***



Model  
C425

**\$39.95\***

See the full line of General Electric Radios at the Furniture Show in Chicago, June 20-30, Merchandise Mart.

\* Manufacturer's suggested retail price. Slightly higher West and South. 90-day warranty on both parts and labor. General Electric Co., Radio Receiver Department, Utica, New York.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



## WHAT TECHNIQUES HAVE DEPARTMENT STORES USED TO FIGHT BACK?

CONTINUED FROM PAGE 37

## DETROIT: There new accounting methods led the way

By KEN WARNER

Getting both traffic and profits from appliance-radio-TV departments is no easy task, department stores have found. Of late, with management policy dedicated to competitive pricing, making money on these key departments has been even more difficult.

Still, department stores, like other retailers, are in business for a profit. To get those profits under current market conditions required new tools—and new approaches. The J. L. Hudson Co., dominant factor in Detroit, is a case in point.

Hudson's does indeed have a "meet all prices" policy. And, thus, for Hudson buyers in many models, prices are set by the market place while costs are set, or were set, by the store's traditional method of doing business. Thus, two years ago, these departments were in an unenviable, or red ink, position.

To remedy this, management cast about for new approaches and found one handy in some work General Electric Co. was doing right in their own store. G-E was applying Merchandise Management Accounting to small appliances to get some hard-shell facts for its own use. The findings, however, were eye-openers on profits still possible in heavily footballed traffic appliances.

## HOW MMA WORKS FOR HUDSON'S

Merchandise Management Accounting, called MMA, is, one industry man puts it, cost accounting for the retailer. Based on some facts inherent in any selection of merchandise, MMA allows its user to know for a certainty his profit position on any single item in advance. Indeed, he can determine profitability even before buying the merchandise.

The key factor in the successful use of MMA is that in any line of goods—whether one brand or several, or one price or several—there are relatively few patterns of cost. Many of the costs connected with the merchandising of a \$400 refrigerator are identical with those on a \$200 model, for example.

By spending a lot of money and time, Hudson's worked out cost patterns (75 in all) and an MMA system for all 17 of its appliance-radio-TV lines. The store discovered some interesting things: Of three TV sets, all at the same retail and markup, Hudson's was losing 96 cents on one, making

\$1.39 on another and \$10.84 on the third. An item at \$240 had a 33% markup and consequently got pushed hard at 25% markup in promotions. When all the MMA facts were in, a chagrined management discovered that this department money-maker missed paying direct costs by \$13.50 at the promotional price.

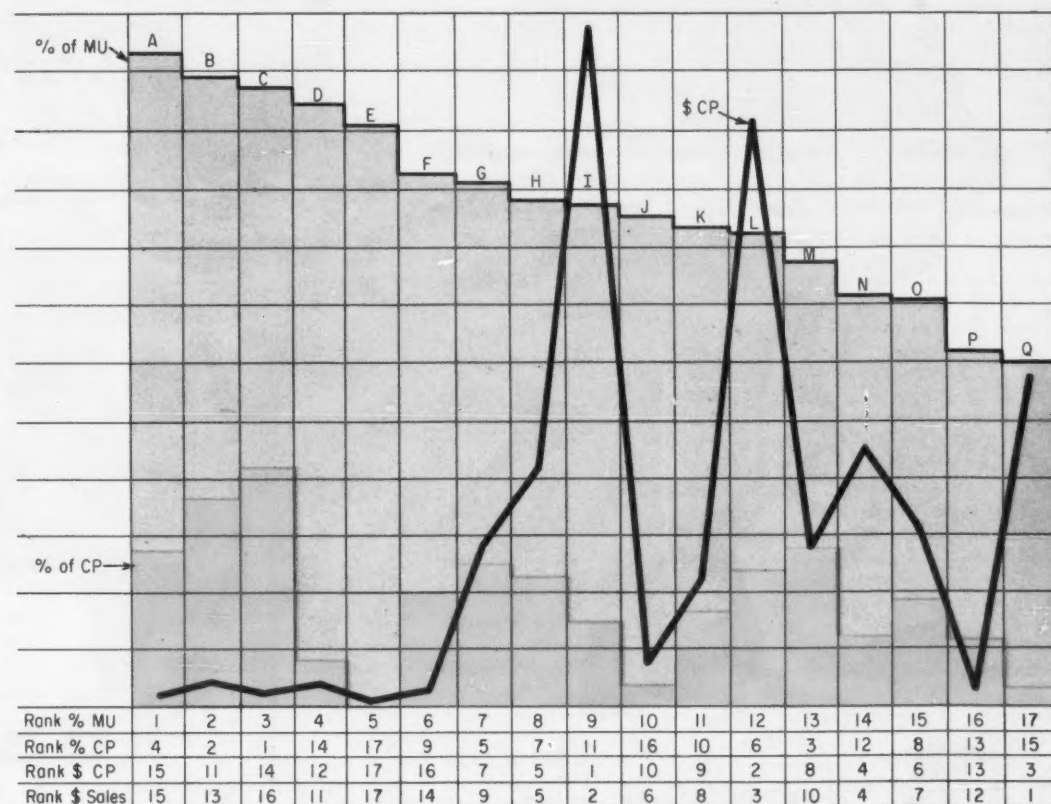
## THE STORE HAD TO MAKE CHANGES

There were, to say the least, some changes made. First, of course, was the pinpointing of cost sore spots and action to alleviate them. Next, and more to the point, Hudson's buyers started fixing the mix and the emphasis to weed out the unprofitable stuff.

Take an example: Two washers, different brands, ran about even in units at Hudson's. But MMA told the buyer there was quite a difference between them. He changed the mix, sold more of the profitable unit. Result: He got an average \$14.38 instead of 17 cents a unit.

How come? Well, there are apparently more differences between brands and models than meet the eye. According to Hudson's, packaging and final inspection affect returns highly, service experience can add or subtract costs, freight costs figure pretty importantly. With everything else equal, any one of these can tip the balance for or against a particular unit. That is, it can if you know what the costs are. Hudson's does . . . now.

## MMA: A New Perspective on Profit



Here's Hudson's MMA picture for 17 different major appliances (A, B, etc.) in one brand. Note the difference between each product's rank in dollar sales, markup, % controllable

profit and \$ controllable profit. The shocker: There's no correlation between markup and profit. The graph indicates volume is the key factor.

STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY THE DEPARTMENT STORE PICTURE CITY BY CITY

out all major appliances entirely.

**SAN FRANCISCO-OAKLAND** Much to many observers' surprise, there's evidence that department stores in the Bay Area may hold their own in appliance merchandising for some time to come, halting the decline that has been steady for more than a decade.

Hale's and Breuner's lead the way in selling majors. Both are multi-unit operations covering most of Northern California. And both work at the major business, but for different reasons. Hale's is after a profit; Breuner's likes a profit too, but its first objective is to provide a complete home furnishings service.

The rest of the picture is arranged oddly: Hale's also operates major appliance departments at the two largest department stores—The Emporium and Capwell's, which is owned by The Emporium. Two top outfits—City of Paris and The White House—don't carry majors. That leaves Macy's, which recently has increased its activity.

**SEATTLE** "Department stores are of no importance whatsoever to us . . ." . . . they have declined in importance to us." Those

two comments, from distributors, pretty well sum up the situation in this city.

To an extent, department store officials agree with the suppliers. Seattle boasts three of the nation's best known operations—Bon Marche, Frederick & Nelson and Butler Bros. But hope for profits from major appliances, profits these stores knew when they practically dominated the area, are slim. Observers attribute this to organized discounting and an active group of independents.

**SPRINGFIELD, MASS.** The story here is of a department store that took the horns of discount competition in hand with direct and positive action.

Forbes & Wallace is a \$15 million department store in a \$3 million appliance-TV market, dominated by Sears, Bailey-Wagner, Max Okun, Regal, Carlisle Hardware's 10 stores—and recently invaded by J. M. Fields and Zahre's. Steiger's, the only other department store in town, dropped appliances over a year ago.

Watching customers judge the store by higher-than-competition prices in the appliance-TV departments, watching walkouts, watching

sagging volume, Forbes, two years ago, broke out of the traditional pricing patterns, which left them steadily at the mercy of discount competitors. It chose a straight contribution policy of "Nobody undersells Forbes."

Forbes became the market pusher, meeting every price that could be checked out by phone or in person. The dealers wailed. Last fall Forbes was going down as deep as 15 and 17.5, and more recently with the arrival of new competition has gone to 12 and 13%—not across the board, but "where necessary."

Forbes and other market sources now feel that the move is accomplishing one hoped-for aim. Margin levels in the market appear to be rising slightly—closer to 25%, on cost, and 20% for specials.

**WASHINGTON** Four department stores do less than 10% of an appliance-TV business dominated by Sears and leading discounters: George's, Todd's, Dalmo.

Hecht Co., Woodward & Lothrop, Kann's, Lansburgh's and their branches, 10 outlets all together, do about \$200 million in all departments. Using typical 5% MOR contribution by departments 66, 67 and 68, suppliers

figure that the four take less than \$10 million out of appliance-TV pot. They give Hecht Co. close to half that as the fifth or sixth biggest market factor.

The stores are not meeting discounters head on, never have. Nail and switch, delayed TO, outboarding of every charge—sometimes even warranty—make it difficult to pin down discounter prices. Stores are generally content to come within 10%. One sells with outboard service for \$17.50.

The stores have not adapted to the "contribution" method of operation, still use percentages, not dollars; use one-price tickets; do not negotiate; pay flat commissions on gross sales. They are not using new MMA.

Ads and salesmen do not actively expose discounter techniques to customers. Instead, they use only a subtle, positive approach to selling traditional department store niceties: Delivery, installation, service, charge accounts, exchanges, adjustments.

All stores are working to increase turn. And they are breaking out on the one-line concept—G-E is in all four stores. Only Hecht seems active in private brands.

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**HOW "ADD-A-TRACK" WORKS . . .** You record on one track, rewind the tape and record again on another track while listening to the first track. On play-back, you hear both recordings simultaneously! Because you can record and play-back the second track any number of times without affecting the first track, a single training tape can teach hundreds of students! Dramatic roles are easier to memorize—music lessons absorbed faster. Home party fun with a recorder such as this takes on new dimensions, too!



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**V-M** tape recorder  
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A V-M Tape Recorder with exclusive "Add-A-Track" is *more* than just a tape recorder! It's a dramatic new advance in modern teaching and learning methods. In addition it offers unlimited practical uses and just plain fun in the home. The home and school tape recorder market is a vast, continually growing one and here is a real opportunity for you to reap your share of it! Your customers get greater value through greater uses with a V-M tape recorder featuring "Add-A-Track"!

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(You can even sing or play a duet with *yourself*!)
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V-M/"tape-o-matic"® 4-TRACK STEREO-PLAY TAPE RECORDER WITH EXCLUSIVE "ADD-A-TRACK." Records and plays-back on four tracks monophonically. Plays stereophonic tapes. High-Fidelity speaker system. Simple, push-button controls assure complete simplicity of operation. V-M Model 720 . . . **\$225.00\*** List  
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YOUR OWN STORE! CALL YOUR V-M DISTRIBUTOR TODAY! FIND OUT  
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# NEW PRODUCTS

## FEATURES THIS WEEK

O'Keefe & Merritt built-in ovens and new range • West Bend kabob grill • Arvin heaters • NuTone hood • Motorola clock and table radios • Philco TV and Reverbaphone system • Quicfrez freezer

### WEST BEND Kabob 'n Grill

This vertical grill No. 5057E with 8 Roto-Matic skewers has new upright fire basket for charcoal that loads



quickly from top as fuel is needed without removing food or grill top.

The skewers are automatically turned beside the fire, and are self-basting from top to bottom. Vertical grill arrangement permits heavy marinating and basting while foods are turning.

Fire flare-ups are eliminated because drippings fall onto the easy-to-clean chrome-plated drip shield. With all skewers in place grilling capacity is equal to 6½-ft. long rotisserie.

Motorized base and fire basket are black enameled steel; permanently attached 6-ft. cord plugs into 110-120v ac outlet; overall height is 23 in., diam. is 13 in. Wooden handles on skewers are individually branded with letters spelling West Bend. Easy to take apart for cleaning.

Price, \$29.95. West Bend Aluminum Co., West Bend, Wis.

### QUICFREZ Freezer

The newest addition to the 1960 Quicfrez line of upright freezers is the 9-cu.-ft. model OCU-1000, which matches the Quicfrez Custom



Model OCR-90 refrigerator and provides 315 lbs. frozen food capacity.

Designed to meet needs of customers who require less storage capacity than "giant-size" models, it features a modern, square look styling with golden glow interior; has 4 direct freezing surfaces and 3 recessed shelves in the Handi-dor.

The shelves are rust- and stain-resistant, electro-zinc plated and Iridite treated.

Heavy vinyl gaskets on door provide positive seal. Cabinet breaker strip sealed for added strength and insulating protection.

Hi-density glass fiber insulation; hermetically-sealed 1/5-hp compressor factory set cold control; dry-wall construction with condenser tubing attached to inside of exterior shell; leveling glides. Quicfrez Inc., Fond du Lac, Wis.

### ARVIN Heaters

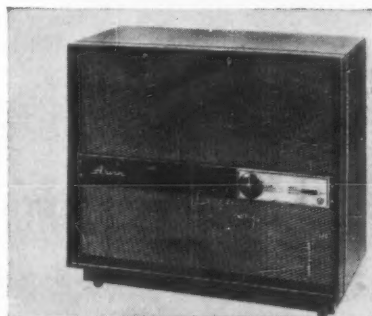
The 1960 Arvin line of 220-240v portable electric heaters includes No. 949 with new Safeguard safety switch. Heater shuts off instantly if overturned. Pushbutton controls provide 2000w with 6820 Btu output or 4000w with 13,640 Btu. Delivers fan-forced warm air at 81 cfm. Automatic thermostat control; neon pilot light glows when heater is on; "Toe-touch" on-off control; dual wall cool cabinets; 17 lbs.; ivory metal grille.

No. 859 and 869 deliver 250 cfm warm air. No. 859 develops 16,368 Btu at 4800w; No. 869 gives push-button choice of 10,230 Btu at 3000w or 16,368 at 4800w. Remote bulb thermostat with built-in on-off switch on No. 859, automatically maintains temperature, shuts off

heater if front is obstructed; heavy duty motor, scientific air delivery for cabinet cooling, rubber mountings; 25 lbs.; mahogany grille.

No. 869, remote bulb thermostat; built-in on-off control; 26 lbs.

Prices, from \$49.95 to \$69.95 Arvin Industries, Columbus, Ind.



ARVIN HEATER NO. 869

### O'KEEFE & MERRITT Announces "Contempo"

Newest addition to the O'Keefe & Merritt line is the "Contempo" electric range. This complete 40-in. cooking center installs on wall or base cabinet; can be installed at any convenient height.

Glide-away cook top has a wooden cutting board for extra work area. It drops down when surface elements are in use.

The giant oven, 21½x11½x15½ in., is designed for contemporary cooking needs, has room for broiling a dozen or more chops; rotisserie turns a 20-lb. turkey. Right oven is suitable for pastry baking, or casserole meals. Glass oven doors have decorative 24k gold trim.

The deluxe "Contempo" has an automatic clock control for oven



and convenience outlet as well as the roastmeter, broiler and rotisserie. Both ovens are lined with heavy-duty chrome for easy cleaning and economical operation.

Signal lights for surface and oven elements. Illuminated control panel and illuminated cook top bring light where needed. Control panel and drop front are faced with an easy-to-clean wood grain pattern. O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles 23.

### O'KEEFE & MERRITT Built-In Ovens

Sharp new styling is featured in O'Keefe & Merritt's "Compact" electric built-in oven.



The unit, available in 3 models, fits into standard 24-in. cabinets and comes in 11 decorator colors. All models contain a 17-in. family feast oven with super speed broiler, lift off door; and streamlined glass control panels.

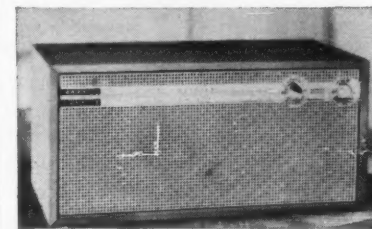
An illuminated control panel, automatic clock controlled oven, giant glass window, "oven-on" light and interior light are features of the deluxe No. 320 model "Compact."

The 318 model has an illuminated control panel. It also has automatic clock controlled oven, "oven-on" light and interior light.

The 310 economy model has the same sharp styling as the more deluxe models, No. 318 and No. 320, as well as rugged construction and all the other ease of installation requirements. O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles.

### GRANCO Air Purifier

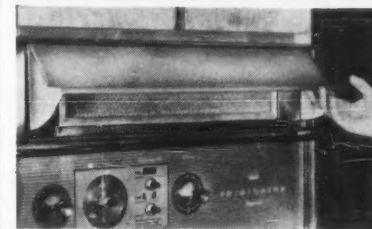
Development of a new type portable air purifier for home or office use is announced by Granco. The "Ionator" utilizes the principle of electrostatic precipitation to clear the air of all foreign particles such as dust, pollen, soot, fumes and odors. It also revitalizes the purified air by adding a flow of negative ions, through a high voltage ionizer grid at the air output area of the fan.



This compact room unit is built around an electronic energizer and control unit; has 4 electron tubes to charge incoming air to an extremely high potential, then pulls all foreign matter out by applying an equal and opposite charge to a series of plates with a filter surface of more than 24 sq. ft. It helps relieve symptoms of asthma and other respiratory ailments.

A 3-speed fan circulates all air in a 20x20-ft. room through the filter every 2 min. Self-contained, the unit is portable and usable in any room or office with a 110v outlet.

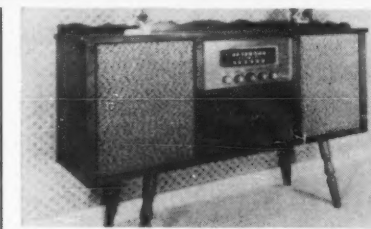
This method of air purification has been used in hospitals, laboratories and other large installations, and is now available in compact units suitable for home use. Granco Products, Inc., 38-30 Kew Gardens Rd., Kew Gardens, N. Y.



### NUTONE Oven Hood

An oven hood-fan that goes on and off automatically when the hood is raised or lowered is announced by NuTone. When closed the hood is flush with oven front. As it is raised, fan turns on. Comes in stainless steel or antique copper enamel; 24, 27 and 32-in. sizes.

Price, 3200 series \$17.45; power unit, No. 3260 \$34.50. Nu-Tone, Inc., Cincinnati 27.



### MATHES Center

A new early American style stereo home music center in hand-rubbed cherry, contains AM and FM radio, hi-fi and stereo record player. Has 4 matched hi-fi speakers, crossover network, provisions for multiplexing, hi-fi dual-channel stereo amplifier; precision components; negative feedback. Cabinet, 33x48x15 in. Price, \$239.95. Curtis Mathes Mfg. Co., 2220 Young St., Dallas.



# WESTINGHOUSE BUYS BIGGEST POLITICAL CAMPAIGN PACKAGE!

Backs year's biggest promotion with TV schedule equal to 94 half-hour shows within 121-day selling period!

Never before has so much selling power been concentrated in so short a time to boost appliance sales! From July 10, straight through Election Night, CBS political coverage on TV and radio will be sponsored exclusively by Westinghouse, and will reach a nation-wide TV audience far exceeding those of '52 and '56.

**PLUS**—a giant "People's Choice" Promotion with product specials—a time-proven traffic-builder—and all the trappings that go with an advertising effort of such magnitude.

All the excitement of the political campaign—all the sales appeal of the Westinghouse "People's Choice" Promotion—will bring traffic streaming to your store. Find out how you can make the most of this golden sales opportunity. Call your Westinghouse Distributor right away!

For quality... for features... for value...

## THE "PEOPLE'S CHOICE" IS WESTINGHOUSE

Westinghouse Electric Corporation, Major Appliance Division, Mansfield, Ohio  
Tune in Westinghouse-CBS TV-Radio Coverage, Presidential Conventions, July 10-29

DEMOCRATIC AND REPUBLICAN CONVENTION COVERAGE	WESTINGHOUSE PRODUCT AND TOTAL ELECTRIC HOME COMMERCIALS				
		conventions	fall campaign	election night	total
TV coverage on 196 stations	TV	84	31	27	142
RADIO coverage on 200 stations coast to coast.	RADIO	127	27	42	196
		211	58	69	338



## PHILCO 19-in. TV Sets

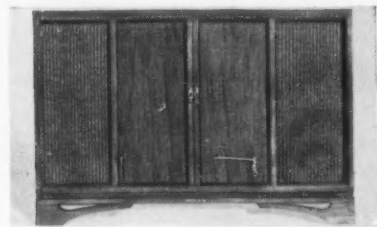
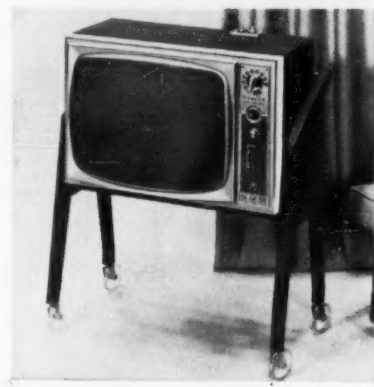
Philco's "Custom Compact 19" line has 6 stylings of 3 basic models. All have the new Mark II "Cool Chassis" power plant with air-flo design transformer to produce 18,500v power; ventilated chassis, air-flo mounting of components on top side of chassis base; non-heat Perma Circuit panels.

The rectangular, aluminized, 114-deg., 19-in. tube is mounted forward in cabinet, framed to permit full exposure of 172-sq.-in. picture area. A new electron gun makes possible a more slender or narrower depth of overall cabinet, with tapered back.

All sets have front tuning, illuminated channel indicators; single push-pull on-off volume control; non-glare safety filter lens. Single and twin telescopic "pivot-tenna" aerials rotate 360 degs.; 3 decorator style

"tele-stands," 2 with casters.

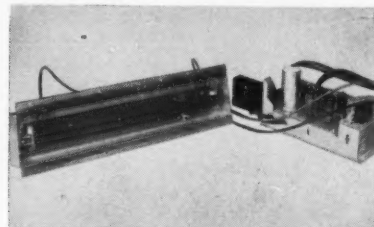
**Prices**, No. 3702, green, aqua or beige, \$189.95; No. 3704, gold or platinum, \$199.95; No. 3706, leather-like black lizagator, \$209.95. **Philco Corp., C & Tioga Sta., Philadelphia, Pa.**



## PHILCO Reverbaphonic Sound System

This new system electrically generates sound reverberations for greater realism of records, AM-FM radio broadcasts; magnetic tapes.

A device with 2 spring-like delay lines, it generates the re-echo or reverberant component from the signal source. This energy is fed to 2 stereo amplifiers within the phono. Loud speakers are connected so pri-



REVERBAPHONE, LEFT: AUDIO AMPLIFIER, RIGHT:

mary signal and its reverberant component are reproduced imparting a spatial naturalness to sound output. Independent of normal phono controls, it can be turned on and off at will. A special control provides 4 selections of volume and intensity. Available in a series of horizontal hardwood cabinets such as No. 1729 shown above. **Philco Corp., Philadelphia 34.**

## RAYTHEON Radiophone

Raytheon has introduced a new Citizen's Band radiotelephone called Ray-Tel. This new model is a 23 channel, crystal controlled, 27 megacycle transmitter-receiver for use between fixed or mobile installations.

Operating from 115v house current



or 12v car or boat batteries, this new Citizen's Band radio features an exclusive battery-saver switch that enables the operator to conserve battery power while the unit is in a stand-by or listening position.

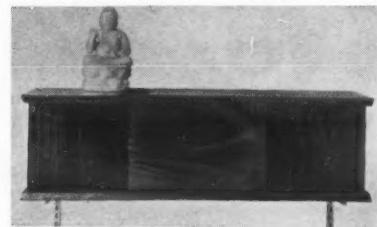
The Ray-Tel operates at the maximum legal transmitter power output of 5w, is highly selective for maximum rejection of unwanted signals, and includes a full-range automatic volume control which keeps incoming signals at the selected volume and prevents blasting and distortion on strong local signals. Troublesome relays have been eliminated with radar-type circuits.

**Price**, \$169.95 complete with press-to-talk microphone, instruction manual, FCC license application and regulations, and a set of transmitting and receiving crystals. **Raytheon Co., Waltham 54, Mass.**

## RFL Speaker Systems

A line of dual-channel single cabinet speaker systems for stereo or mono hi-fi music systems is announced by Radio Frequency Laboratories.

Available in modern, contemporary and period motifs, the "Spatial Fidelity" is a new approach in speaker systems design. The new dual-channel, single-cabinet system provides full dimensional stereo performance no matter where listener sits or

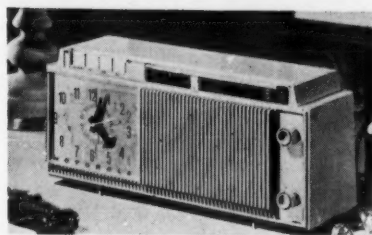


stands. Also offer improved performance for monophonic reproductions.

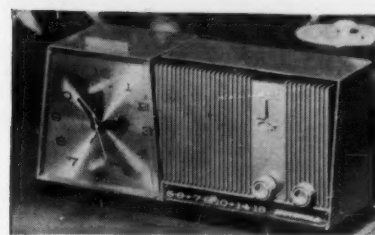
**The line consists of 6 decorator-styled models:** The deluxe series includes the Provincial, a console Petrucci original, hand-crafted and available in platinum-walnut or fruitwood.

**The Classic**, a Petrucci, console in mahogany. Contemporary, a modern Scandinavian console in selected walnut grains. Colonial, early American by Drake-Smith in solid pine. Suburban, intermediate model of smaller proportions, walnut or brown mahogany lowboy. The Metropolitan for small rooms. May be wall-mounted, set on book-shelf, or fitted with legs as lowboy.

**Prices**, from \$750 to \$630 for period-design models. \$375 and \$225 for latter two. **Radio Frequency Laboratories Inc., Boonton, N. J.**



MOTOROLA CLOCK-RADIO C-12



MOTOROLA CLOCK-RADIO C-11

## MOTOROLA 1961 Clock and Table Radios

Motorola announces its 1961 line of clock and AM table radios.

The 2 leaders in the seven clock-radio line (No. C-7 and C-8) have 4 tubes plus rectifier chassis, a 4-in. speaker and a Telechron timer with "wake up to music" feature. The sets are housed in polystyrene cabinets, C-7 in mocha and C-8 in jade, maple sugar or white.

**Step-up model C-9** has all the features of leader models and includes in addition a deluxe clock face, gold inlay across cabinet and new lever-operated clock controls for the full-feature Telechron timer. Comes in pink, green or blue polystyrene.

No. C-10 features a large clock face that is easily read across the room that extends over approximately 1/3 the cabinet front. The remainder of the geometric-shaped cabinet front is grille area interrupted only by a modern dial, volume knob and nameplate. Telechron clock has luminous pointers on its hands for night visibility. The radio has 4 tubes plus rectifier and is finished in pink, white or spice.

**No. C-11** has the same modern design with equal features including 4-tube plus rectifier with plus features of a brushed metal clock face, illumi-

nated vernier slide-rule dial and Lazalarm, which by pressing a lever re-sounds alarm after a short interval. Comes in green, beige or blue.

**No. C-4-1**, carried over from last year's line with new features comprising a silver ring around clock face; simplified clock controls and a rheostat-controlled clock face lighting.

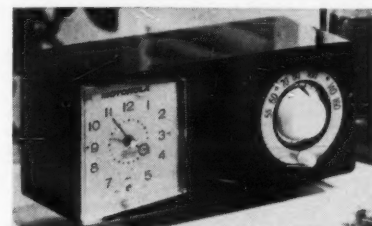
**No. C-12**, deluxe clock radio has Lazalarm, luminous clock hands, illuminated vernier slide-rule dial, full-feature Telechron timer and an appliance outlet. Has 6-tube plus rectifier chassis, 5-in. speaker and a push-pull audio system plus a loudness control for accentuating the low and high frequencies. Comes in pink, white or blue.

**The 2 leading AM table radio models A-7 and A-8** feature 4-tube plus rectifier chassis, and a 4-in. speaker. A-7 comes in mocha and A-8 with added trim and deluxe knobs in red, white, jade or maple sugar.

**No. A-9** has a 5-in. speaker, 4-tube plus rectifier; extensive grille area flowing from top of set across the entire front of cabinet, and a modern inset sweep dial. Comes in pink, white or blue.

**No. A-10** at the deluxe end, has vertical lines that slope slightly inward toward the top of the set, lending a triangular appearance to the cabinet. Front grille crosses entire face of radio with an inset canopy housing dial and knobs. Has a 5-in. speaker, 4-tubes plus rectifier, and comes in brown, white or green.

**Prices**, clock radios from \$19.95 to \$49.95; table radios from \$14.95 to \$24.95. **Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.**



MOTOROLA CLOCK-RADIO C-7



MOTOROLA TABLE RADIO A-7



MOTOROLA TABLE RADIO A-10

## MOTOROLA Expands FM Radio Line

Motorola has expanded its line of FM radios for 1961 to 3 models: **No. B-1** features 6-tube circuitry plus rectifier, plated circuit chassis, vernier tuning with large easy-to-read dial, FM line cord antenna; 5-in. speaker; afc and ratio detector which eliminates noise and provides more efficient tuning-in of weak signals; cabinets come in white or jade polystyrene.

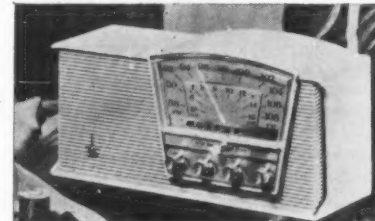
**No. B-2** a combination AM-FM set has all features of B-1 with a 7-tube circuitry plus rectifier; features a large calibrated dial and inset controls; its expansive grille area accents tone for fine sound reproduction. Measurements are same as B-1: 13½x7¼x6½ in. Antique white, olive or mocha polystyrene.

**No. B-3** deluxe AM-FM combination

has a 2-tap loudness control for balanced sound at any volume, full variable tone control; 9-tube plus rectifier circuit; 6-in. speaker, push-pull audio system and increased wattage output. Antique white or smoke polystyrene.

**Prices**, \$49.95, \$59.95 and \$79.95 respectively. **Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.**

MOTOROLA AM-FM B-3



# Young Chicago loves to buy...



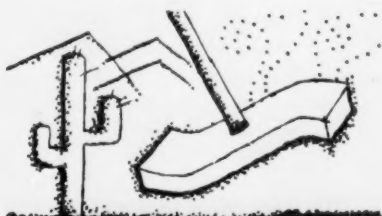
## ...the Chicago Sun-Times

The young families are the big buying families, in Chicago as anywhere else. But nowhere else can you reach them more effectively.

In Chicago, more young families read the Sun-Times than any other newspaper.

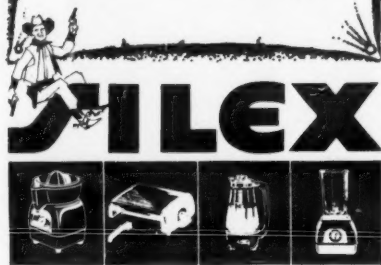
Send for your copy of the 1960 Chicago Consumer Analysis. Now available.





## This Brand Opens New Frontiers for PROFIT!

Yes, there are still new profit frontiers in appliance selling with **Silex**! You get extra sales in an unsaturated market with products that are gift-designed to be distinctive and different. No brand line corrals gift-day sales better than **Silex** . . . and you make more, too! **Silex** gives you more favorable margins with less competitive pressure and minimum duplication of other products. **The result is more turnover and better profit from your inventory investment!**



The Procter-Silex Corporation  
Philadelphia — Chicago — Canada



### BECO Waterfall Fountains

These completely self-contained, automatic, waterfalls require no water connections or special plumbing, as the same water recirculates.

A small electric centrifugal pump provides action and requires little current to operate.

Typical of the new fountains is a 3-tier unit that includes 3 shallow bowls of weather-resistant material with top and center bowl 18-in. diam. and a larger bottom bowl 22½-in. diam. Water circulates and cascades in a regulated, uniform flow. The simplicity of operation and ease of assembly makes it possible to enjoy the fountain indoors or out.

A special diffuser device prevents splashing. Bowls and fountain available in turquoise or white with contrasting overall design. Weighs 18 lbs; also serves as a humidifier.

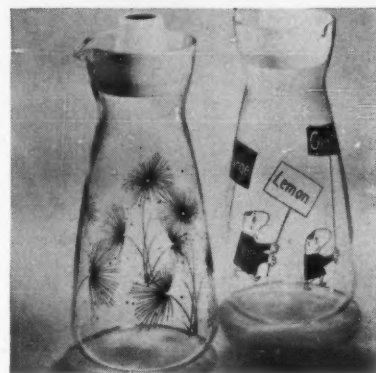
A leakproof decorative circular planter is available with the fountain in same matching colors. Provides facility of planting foliage or flowers to set off beauty of waterfall.

Price, \$29.95; planter, \$7.95. **Bernard Edward Co., 5252 S. Kolmar Ave., Chicago 32.**



### "ALL" Pail

This simulated redwood container for the 23-lb. pack of Condensed "all" detergent is a replacement for previous undecorated metal container. Pail can be used as ice bucket, planter, log holder. Price, \$5.95. **Lever Bros., 390 Park Ave., New York 22.**



### PYREX WARE Servers

Two new Pyrex Ware beverage servers in "compaigners" and gold puff designs. Prices, 1½-qt., \$1.49; 1-qt., 98¢. **Corning Glass Works, Corning, N.Y.**

# Enterprise

## "Uni-Weld" (one-piece) Construction



No rattles . . . Not ever! One piece, "Uni-Weld" Frame eliminates rattles! No bolts, no screws to shake loose! Enterprise is sturdier . . . lifetime built!

- Same Top Quality Construction . . . All Models!
- Rust-Proof Porcelain Finish, Inside and Out!
- New "Sheer Look" Backguards.
- FREE FLOOR PLAN!
- Generous Co-op Advertising!



Get full details on the Enterprise range line . . . your money-maker with the features that SELL! Write for new 1960 catalog!

## PHILLIPS & BUTTORFF CORPORATION

Nashville, Tennessee . . . Since 1858

## EVERYONE'S A CUSTOMER FOR A DEARBORN

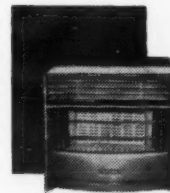


### "Anybody Home?"

As a matter of fact, *everyone's* at home (and ready to buy) when you're selling Dearborn, the world's finest area heating products. So don't be spooked by others' claims. Dearborn has the beauty, the engineering and the lasting quality that means solid profit year after year. Now is the time to see your Dearborn salesman . . . for a great '60 heater season!

### COOL SAFETY CABINET

The most amazing feature of America's foremost heating line. The top, sides and back of every Dearborn is cool to the touch. Put the heat in the living area . . . where it's wanted!



The Dearborn Crest is the world's finest unvented gas area heater, a standard of quality for the heating industry.

## Dearborn

Get details of Dearborn's clean-cut selling policy from any of these regional sales offices: Atlanta, Chicago, Dallas, Los Angeles, San Francisco.



1960 Dearborn Store Co., Dallas

# EUREKA May Sales

# UP

## Dealers Set Another Sales Record With Big "4" Spring Special!

Never a make-money month for dealers like May! Powered by the Eureka BIG "4" SPRING SPECIAL, Eureka sales and dealer profits soared to make last month the biggest May on record! The biggest month in history!



## EUREKA SALES BREAK DEALER PROFIT RECORD FOR FIVE STRAIGHT MONTHS!

Eureka dealers set scorching new sales-profit records every month this year! Eureka sales and dealer profits shot to a record-breaking high in January and soared to smash records every single month for five months in a row! Eureka first quarter sales were more than 10 times the industry average!

## EUREKA— DEALER'S MAKE-MONEY LINE!

Eureka dealers are outselling everybody because Eureka's honest dealer profit makes it pay! No tricky pricing. No "rigged" deals. No price leaders tied to merchandise you can't sell. With Eureka, a dealer buys what he wants. From "price leader" to pace-setter, Eureka has a full step-up line with an honest dealer profit right up the ladder.



# Greatest on Record



# 10%

of 1959

## Service Managers Report Eureka Most Dependable!

The men who get the complaints have no complaints about Eureka. "Dependable" — "Trouble-Free" — that's the word from Service Managers themselves. The men who can really tell you how cleaners perform, how customers feel, rate Eureka the outstanding performer, first in customer satisfaction! No expensive service — another reason the dealer makes money on Eureka. No installation costs in a Eureka sale, either. The honest dealer profit in every Eureka is all profit.



### GET IN ON THIS RED HOT LINE!

The really big news is still to come. Wait 'til you hear about the promotion Eureka has planned for July and August. Wait 'til you see what's on the front burner for Fall! Be on the inside yourself. Get in on this Red Hot line. Expanding sales have opened up new dealership opportunities in selected areas. Interested dealers are invited to contact: Eureka Williams Corporation, Bloomington, Illinois.

## EUREKA IS RED HOT

AND GETTING HOTTER  
ALL THE TIME!

EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILLINOIS

**MUST—For The Chicago Summer**

**Market: See the Red Hot Eureka line in**

**full display at our showroom, 24 W. Kinzie St.**

## NEW PRODUCTS: BRIEFS



A new 3-wire Electrostrip, providing outlets anywhere along its length and designed to meet Electrical Code requirements, is announced by Bull-Dog. A flexible multiple outlet assembly made of extruded polyvinyl chloride, it is rated 20-amps, 125-v ac and will accept 2- and 3-prong plugs. Mounts easily on any surface. **BullDog Electric Products Div., I-T-E Circuit Breaker Co., Box 177, Detroit 32.**

Westinghouse's line of Beauty Tone tinted bulbs—pink, aqua and candle-light, are now being made in a new cylindrical shape. The New Shape Beauty Tone bulbs are being manufactured by the same electrostatic process used in production of the company's line of New Shape Eye Saving white bulbs. Come in 60 and 100-w size. **Price, 35¢ each. Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.**

**Triumph Fiberglas** automatic water softener, guaranteed against rust or corrosion, is announced by Bomarc Industries. The Triumph No. T-15F has a large polyethylene brine tank that holds up to 6 mo. supply of dry salt; has a grain capacity of 15,000 per regeneration. An automatic Watchman automatically regenerates the unit at the right moment, assuring a

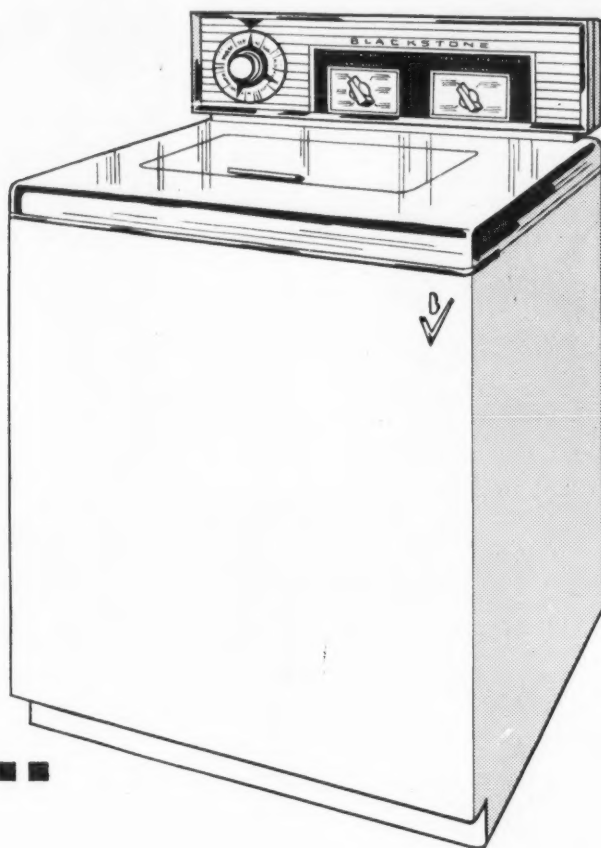
continuous supply of soft water up to 105,000 grains weekly. Also included are plastic valves and fittings and very few moving parts. **Bomarc Industries Inc., 17 Nassau Ave., Inwood 96, Long Island, N. Y.**

The Myers "SD" Defender submersible pumps feature impellers and diffusers made of corrosion resistant Lexan, a new material not affected by heat, abrasion or water absorption. Diffusers have stainless steel guide inserts to eliminate wear. Made in 8 models, in 1/3, 1/2-hp sizes with 115 or 230-v single-phase, oil lubricated motors. Pumps are made in a choice of "high capacity" or "High Head" models and fit easily into 4-in. minimum wells. Stainless steel hexagon shaft makes full use of motor hp. **The F. E. Myers & Bro. Co., Ashland, O.**



**RADAR-Lite 12-volt portable lantern** developed by Burgess provides twice the candlepower of 1960 auto headlights. Powered by a compact 12-volt battery, it has an 80,000 candlepower beam. Also features a Switch-Lock which secures the silver contact switch in an off or on position. To guard against impact damage, an unbreakable plastic shield protects lens, bulb and reflector. **Price, \$10.95. Burgess Battery Co., Div. of Servel, Inc., Freeport, Ill.**

**SIMPLE  
TO  
USE...  
SELL...  
SERVICE...**



## BLACKSTONE AUTOMATICS

An authority in the field of design has this to say of automatic washers—"to operate these complex machines, women may indeed have to become kitchen engineers, not to say space age scientists. Of course, the trend toward automation really does require a growing forest of dials and push-buttons."

Blackstone has produced a line of automatics that are simple to operate . . . easy to understand. Yet

this simplicity is combined with flexibility so that the user still has the choice as to how she would like to launder . . . no array of buttons that take over completely, eliminating all flexibility. Buyers like it because it's easy to use. Sales people like it because it's easy to sell. And servicemen like it because it's easy to service. Let your Blackstone distributor show you how we put simplicity back into automatics.

**Blackstone**  
America's Fastest Growing Laundry Line

Blackstone Corporation, 1111 Allen Street, Jamestown, N. Y.

**Purex Beads O' Bleach** is a new dry chlorine-type bleach that cannot harm or damage fabric. The "bleach-beads" will keep white linens, cottons, nylons, dacrons, orlons, rayons white, or these same color-fast fabrics, color-bright. Designed for heavy-duty laundry it is safe for delicate fabric too. **Purex Corp., Ltd., 30 E. 40th St., New York 16.**



"Scotch" brand's line of Tartan Series magnetic tape has been expanded to include polyester backings in 2 extra play lengths. The Tartan series tapes until now have been available only with plastic (acetate) backings in 1 or 1½-mil thicknesses. The new 1-mil polyester-backed tape, No. 142, retails at \$2.85 for 900 ft. or \$4.95 for 1,800 ft. Other tapes in series are No. 141 with 1½-mil plastic backing and No. 140 with a 1-mil plastic backing. **Minnesota Mining and Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.**

A new power mower attachment that catches grass clippings, curtails crab grass and weed growth and ends raking is now available for all 18 to 24-in. rotary-type power mowers made by **Moto-Mower, Inc., Richmond, Ind.**

### NUSOFT

**NuSoft Fabric Softener** is now available in 1-qt. bottles; same formula, same bottle provides softener for 32 washloads. **Corn Products Co., 717 5th Ave., N. Y. C.**





## Better looking OFF

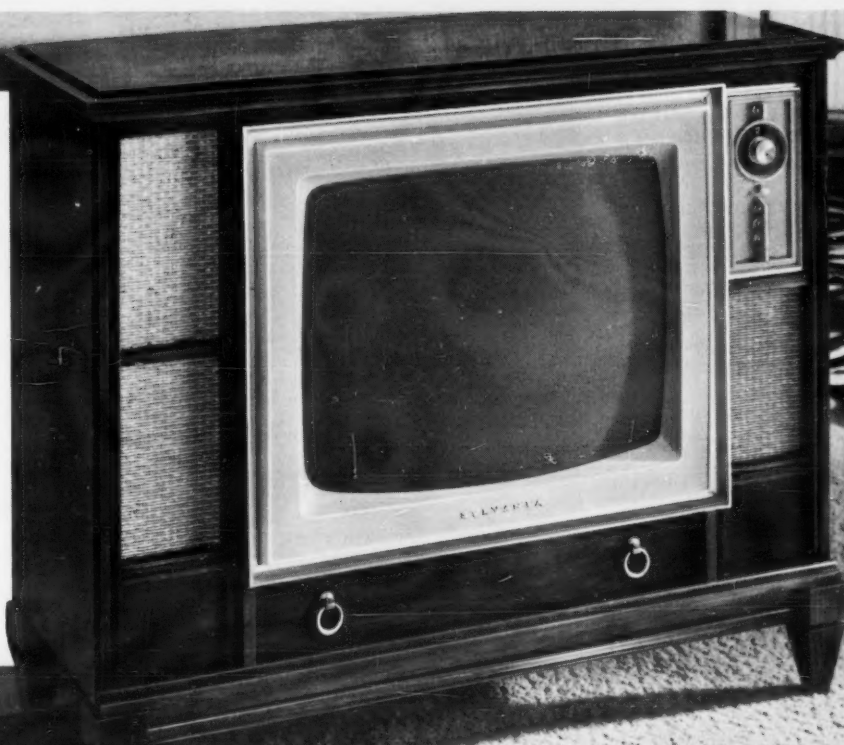
**New Woodblend HaloLight** is color-styled in a warm beige woodtone that blends beautifully with the cabinet.

**New fine-furniture cabinetry**—including models built by Heywood-Wakefield—is designed in a wide range of styles and finishes to grace any home.

## Better looking ON

**New Woodblend HaloLight** lights up to blend with the picture—frames the picture with soft, eye-pleasing light.

**Big squared 23" screen** has safety shield bonded to the tube face. Gives a brighter, clearer, truer picture. Bonded Shield is shatterproof, for extra safety.



De luxe lowboy model 23C35 in walnut veneer. Also in mahogany and limed oak grain finishes.

# New Sylvania 23" TV with (measured diagonally, 275 sq. in. viewing area) Woodblend HaloLight®

Here's the simplest, strongest sales story in all TV. It's a demonstration sensation with new Woodblend HaloLight, fine-furniture styling, finest picture quality and set performance, plus a flock of other sales-clinching features that are sure to make Sylvania for '61 easiest selling for you, too.

We're backing this great new line with full-color advertising in *Life*, *The Saturday Evening Post*, *House Beautiful*,

*House & Garden* and *Vogue*. Plus power-packed commercials on NBC network radio—including the 1960 Summer Olympics and "News On The Hour." They'll deliver 320 million selling impressions to help you set new profit records on Sylvania TV.

See the complete new Sylvania TV line during the Chicago Market at space 1149, Merchandise Mart, or at your Sylvania Distributor's Open House.

# SYLVANIA

Sylvania Home Electronics Corp., Batavia, N. Y.

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



## Youngstown Appoints Nashville Distributor

E. R. Ruchi, seated in the picture at right, clinched the deal when he signed the Youngstown Kitchens franchise agreement at the Youngstown Kitchen factory headquarters in Warren Ohio. Ruchi is president of the Tenn-York Supply Corp.

Watching Ruchi sign are Youngstown executives George F. Burke, left, Southern divisional manager, and H. F. Howell, vice president of marketing.

The Tenn-York Supply Corp. will distribute Youngstown cabinets, dishwashers, food waste disposers, built-in ovens and ranges and cabinet sinks in the greater Nashville trading area.



## DISTRIBUTOR APPOINTMENTS

**ARVIN INDUSTRIES, INC.**—Electriling of Wichita, Kan.

**"CROWN INTERNATIONAL,"** tape recorder division of International Radio & Electronics Corp.—John Gill, Chicago, Ill. (as manufacturers rep for Chicago area).

**O'KEEFE & MERRITT CO.**—G. P. Derickson Co., Minneapolis.

**MAJOR INDUSTRIES INC.**—Daniel L. Christie Associates of New York (sales rep for the Nautilus no-duct range hood).

**NORGE**—Copper, Louisville Co., Louisville.

## DISTRIBUTOR NEWS

Another way to take local advantage of national magazine advertising has been developed by the Westinghouse appliance distributor in Des Moines, Iowa. By running an ad directly opposite a four-color page featuring the 1960 Westinghouse center-drawer refrigerator in the Iowa-Nebraska regional edition of "Successful Farming," Westinghouse appliance sales successfully tied in with its dealer distribution pattern. The black-and white page featured promotional models of refrigerators, list prices and gave the names of 140 Westinghouse dealers in the two-state area.

**Frigidaire's Ralph A. Blakelock**, appliance sales manager for the company's Dayton sales branch, has been promoted to assistant manager in Los Angeles. Harold Morrill Jr., a division manager at Dayton, succeeds Blakelock.

**The Raytheon Co.** is offering its distributors of industrial electronics parts a new service. Dubbed an "armchair selling program," the plan calls for mailing of technical information bulletins by Raytheon directly to industrial distributor's accounts.

**Robert D. Gilbert** has been promoted to Graybar's northwest district manager for appliance sales. Succeeding him as Portland, Ore., appliance sales manager is Richard Wehren.

**The Tecca Distributor Co.** of Cleveland has named George Ptacek sales manager of white goods. He replaced Jack Adamson.

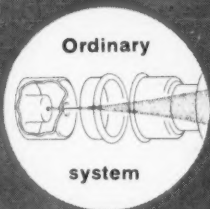
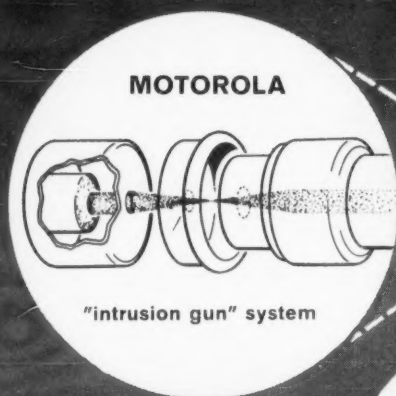
**Melvin Koenig** has been named executive vice president of All-State New York, Inc., and All-State Distributors Inc. of Newark, N.J. In the new post, he will direct sales and merchandising of all products distributed by All-State in the greater New York-New Jersey area.

**S. J. Greco** formerly advertising and sales promotion manager of Raymond Rosen & Co., Philadelphia RCA Victor and Whirlpool distributor, has been appointed manager of key accounts and gas utilities for the company's Whirlpool division.

**O. Reid Bigelow** of Salt Lake City has been named vice president of General Appliance Co., area distributor. Prior to his promotion, Bigelow was Zenith sales manager.

Look for the label that looks out for you

# Golden Symbol of Service...



## New Golden "M" Tubes up to 10 times more reliable

than picture tubes without the "intrusion gun" system

**New Tube-Saver Electron Gun ends main cause of tube failure!** The intrusion gun system provides electrons from a 10 times greater effective area on the cathode... greatly reducing cathode omission area as compared to tubes without "intrusion gun" system.

Result? The most reliable tube ever! Next time you need tubes, buy Golden "M" Picture Tubes. They're premium rated, yet cost no more.

**SPECIAL OFFER** for a limited time only  
**PORCH 'N' PATIO ENSEMBLE**



Now you can obtain any one or all of these deluxe units simply by ordering a supply of Golden "M" Picture Receiving Tubes. Contact your Motorola Distributor today for details.



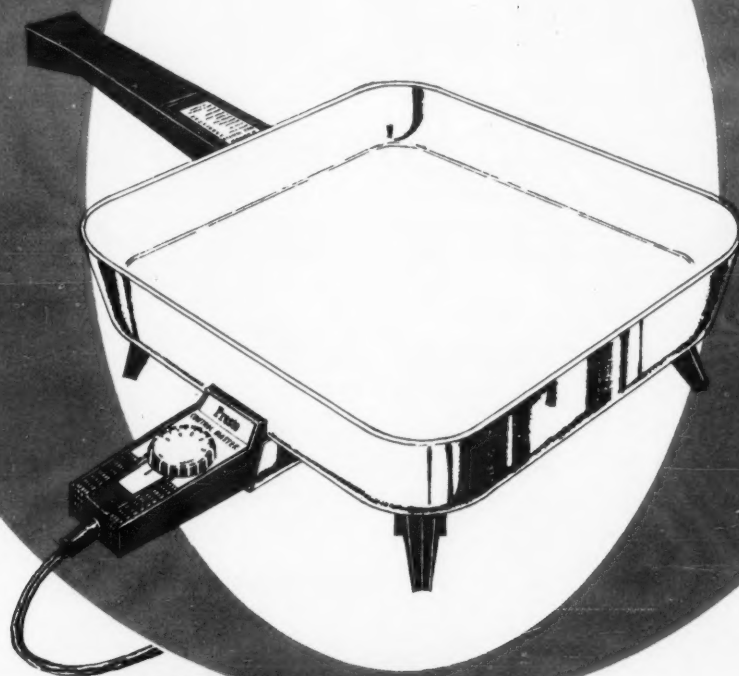
# MOTOROLA

PARTS AND ACCESSORIES, FRANKLIN PARK, ILLINOIS





# Presto!



Now! Presto brings you  
a special fry pan offer  
that spells extra sales  
and profits for you!

## Innovation *plus* Quality in Fry Pans— with a special offer for you!

No other maker of electric housewares, only Presto, brings you Innovation plus Quality in fry pans backed by an extra-profit offer like this! *Compare* Presto's strong, permanent mold cast construction that's *guaranteed* never to warp... *Check* Presto's extra large heating element that spells fast, uniform heat distribution... *See why* Presto is first in quality, first in value, first in features top to bottom! Then, buy this "limited time" special offer that brings you a great selling opportunity and an extra 22% discount!

© N. P. I. I., 1960

# PRESTO®

National Presto Industries, Inc., Eau Claire, Wis. • In Canada: Presto Division—General Steel Wares, Ltd., Toronto

### PRESTO 12" FRY PAN

Regular Dealer Cost ~~\$15.00~~  
INCLUDING CONTROL MASTER

**SPECIAL  
DEALER COST**

**\$12<sup>38</sup>**  
(AN EXTRA 22%  
DISCOUNT FOR  
YOU)

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## MERCHANDISING SUPPLEMENT SECTION

NEW PRODUCTS—NEW SALES

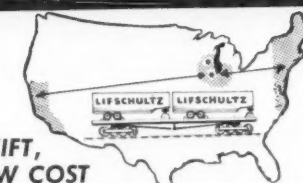
THIS SECTION CAN BE  
ECONOMICALLY USED FOR:

**MORE SALES—  
MORE PROFITS**

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

REACH ALL BUYING INFLUENCES  
RATES—ON REQUEST

**LIFSCHULTZ  
FAST FREIGHT**  
FASTEST TO BOTH COASTS!



SWIFT,  
LOW COST

TRUCKLOAD SHIPMENT via  
LIFSCHULTZ PIGGYBACK

Between Middle West and  
Atlantic Seaboard Points

Specify LIFSCHULTZ  
and Be Sure It's On Time!

DAVE...  
MORE NEW MAGIC CHEF DEALERS TO ADD TO YOUR LIST OF NEW ACCOUNTS -

MIAMI SALES COMPANY  
MIAMI, OKLAHOMA  
BEST WAY STORES  
LA PORTE, INDIANA  
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NELSON FURNITURE COMPANY  
MUSKOGEE, OKLAHOMA  
AMERICAN FURNITURE COMPANY  
EL PASO, TEXAS  
PEOPLES GAS SYSTEM  
MIAMI, FLORIDA

DUVAL APPLIANCE  
JACKSONVILLE, FLORIDA  
SCRUGGS-VANDERVOORT-BARNEY  
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WICHMANN FURNITURE COMPANY  
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HEMENWAY FURNITURE COMPANY  
LAKE CHARLES, LOUISIANA  
L. GINSBURG AND SONS  
DES MOINES, IOWA  
AMERICAN APPLIANCE AND TV  
MILWAUKEE, WISCONSIN  
SAMSONS  
MILWAUKEE, WISCONSIN  
F. AND R. LAZARUS  
COLUMBUS, OHIO  
BOSTON CONSOLIDATED GAS COMPANY  
BOSTON, MASSACHUSETTS  
HARTFORD GAS COMPANY  
HARTFORD, CONNECTICUT

MORE COMING - - STAND BY.

## 1960: the Year of the BIG SWITCH to Magic Chef

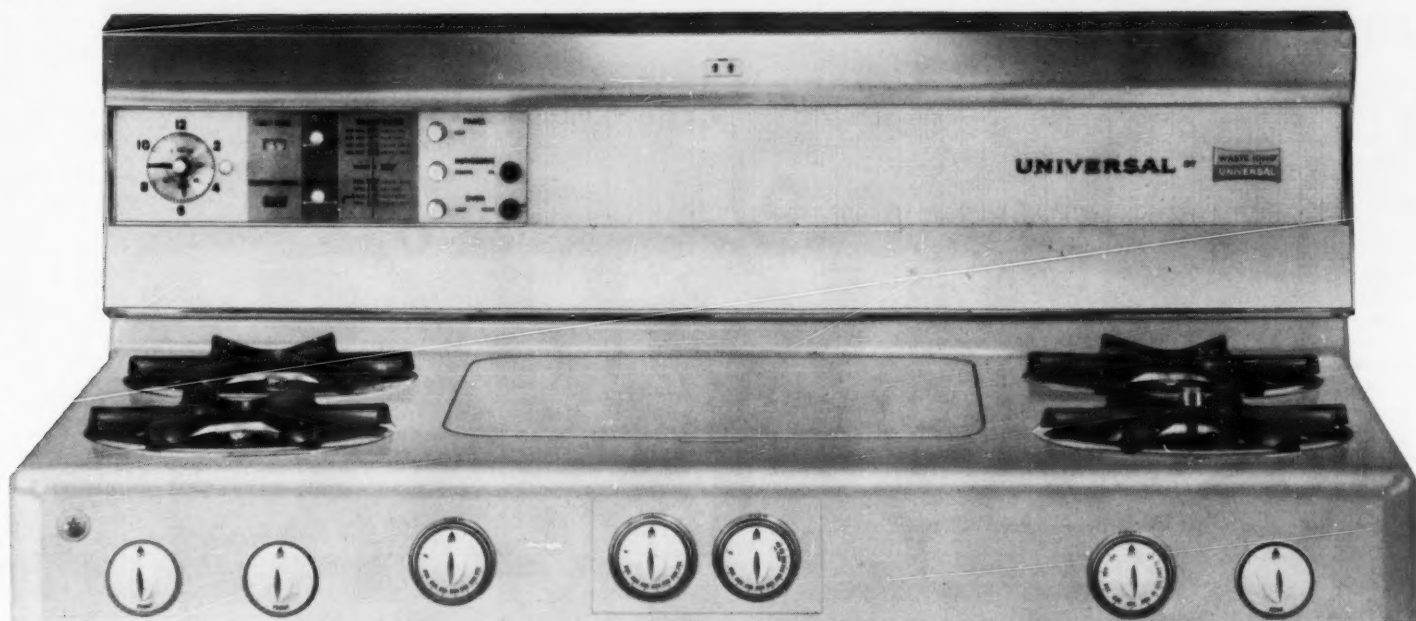
During the first half of 1960, MAGIC CHEF has had an unprecedented number of new dealers climbing aboard the line that's HOT. There are lots of good reasons: New Sculptured Styling . . . Dial-a-Magic Roasting and Glide-a-Matic Broiling . . . imaginative national advertising backed by solid dealer tie-in material. Hundreds of new MAGIC CHEF dealers have joined a select group of America's leading merchants which reads like a Roll Call of Great Stores.

Make the BIG SWITCH (the profitable switch) to

SPACE 1167 MERCHANDISE MART

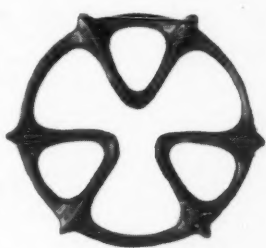
put a touch of magic in your sales  
**Magic Chef®**  
CLEVELAND, TENNESSEE





Introducing...a new range of ideas: The new UNIVERSAL by WASTE KING UNIVERSAL. Dreyfuss-designed to look better—a new shape to the burner grates...new back guards with a look as fresh as tomorrow. **New** Totally NEW...with design by Henry Dreyfuss, world-famed industrial designer. Fresh designs that have already received wide ac- claim from professional design groups. WASTE KING UNIVERSAL-engineered to cook better— smart, work-saving features with

traditional  
Timer...push  
or type of  
minutes oven  
Proof, Flare-



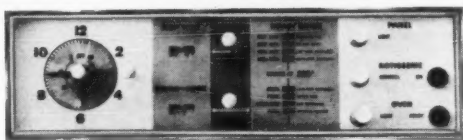
"Swirl-Design" that keeps grease from smoking and flash point. Complete choice of burners: Double-Duty unlimited flexibility, "Burner-with-a-Brain" (A.G.A.

Universal quality. The automatic Roast Guide & Oven button easy, controlled meat. "Air-Conditioned hot spots and cold cor- Proof broiling with



by time, size  
Baking" eli-  
ners. Smoke-  
exclusive  
reaching the  
burners with  
Trademark).

Exclusive Obedient  
It's a complete line  
Star Award 40" Im-



Burners with precision-point flames.  
...with 27 models from the big, Gold  
perial to models for the most penny-

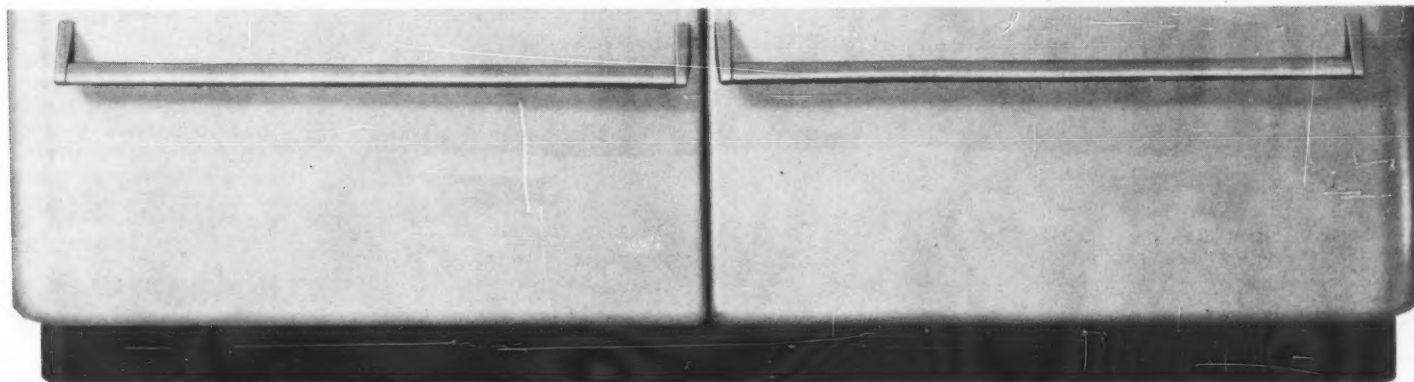
conscious budget. And we're backing the line with complete merchandising packages, including colorful point-of-purchase, and hard-hitting advertising.

For complete information, call or wire collect or write today to:

WASTE KING CORPORATION, Los Angeles 58, California.

WASTE KING

UNIVERSAL



## PEOPLE in the NEWS

**Dormeyer Corp.**—Robert J. Malcomson has been appointed vice president of power and garden tool division of the company. Malcomson joined Dormeyer six years ago as sales manager of power tool division.

**Capehart Corp.**—Leonard R. Rutstein has been named advertising director of the company.

**E. R. Wagner Manufacturing Co.**—Dan R. Nighswander has been elected to the post of vice president of marketing for the Milwaukee company. He will head the housewares division.

**Hamilton Manufacturing Co.**—

Three men have been appointed to positions in the company's service program. George Zimmerman has been named service manager for all products. Don Kassner succeeds him as product service engineer. Al J. Berkey has been appointed to the newly created position of adjust-

ment supervisor for product service. **Zenith**—James T. Turnbull has joined the Zenith Sales Corporation as district sales representative in the area including Buffalo, New York; Cleveland and Columbus, Ohio; Johnstown and Pittsburgh, Pennsylvania.



R. J. Malcomson  
of Dormeyer



L. R. Rutstein  
of Capehart



D. Nighswander  
of E. R. Wagner

## WORLD APPLIANCE NEWS

- New French system for cheap color TV shown in London.
- India's radio manufacturers gearing to produce sets.
- Hungarian radio and TV said to be moving into free world.

**ZURICH (McGraw-Hill World News)**—"Secam," a new French color TV system has been successfully demonstrated at the Institution of Electrical Engineers in London. Color pictures shot across the English Channel from Paris were received in London in both color and black and white.

"Secam," formerly known as "Henri de France," is said to have several advantages over the NTSC color system currently operating in the U. S. Basically the transmission consists of a normal black and white signal, plus color information conveyed on a microwave subcarrier. But the new system requires relatively simple receiver circuits, appreciably decreases "crosstalk" and patterning effects which are often troublesome in the NTSC system.

Moreover, it is claimed that "Secam" enables the production of low cost TV receivers, overcoming color TV's biggest snag. Conventional receivers made in Britain currently cost about \$840 each.

**NEW DELHI**—Indian radio manufacturers have decided to go ahead with plans to mass-produce cheap models for distribution in some 500,000 villages throughout the country. At the urging of Indian authorities, leading radio companies agreed to devote 25 to 30% of their production to \$25 radios capable of receiving both medium and short wave broadcasts. The goal for early next year is 16,000 of these sets.

Specialized parts, presently in short supply, will be imported for the time being. But Indian manufacturers hope to be producing all components by early 1961.

Transistor radios are also on the schedule and will probably be produced with Japanese technical assistance. Negotiations to set up a transistor factory in India are said to be under way between Japanese and Indian firms. The target for 1961: 50,000 transistors.

Last year India produced 210,000 radios worth \$11 million, well over twice their production in 1951.

**VIENNA**—Hungarian radio and TV sets are finding an increasingly wide market throughout the world, according to the Orion factory, of Budapest, Hungary's largest producer. The important trend is shipment of sets to Latin America, Western Europe and Scandinavian countries.

Despite the trend, Eastern Europe remains the biggest market for Hungarian sets. East Germany is the leader with orders for 100,000 TV sets to be delivered between 1960 and 1964. Exports also go to Belgium, Holland, Morocco, Tunisia, Turkey, Iran and Portugal.

During the first quarter of this year production for the domestic market was climbing. But export of sets exceeded by far the import of radio and TV sets. Comparative figures show that TV is still very much in the infant days in Hungary, but nearly 90% of all families have radios.



## RCA Batteries in the new and exclusive Self-Display Cartons

Here are two brand new transistor radio battery assortments that provide you with a complete battery headquarters right on your counter. Each kit contains a complete point-of-purchase inventory of the most popular, fast-moving, transistor radio battery types. When the stock is gone, simply open a new self-display carton. Call your Authorized RCA Battery Distributor today...he'll help put you on the road to bigger and better battery profits in 1960. Ask him for details on the complete RCA 1960 Battery Program including "TOP TAG" Promotions!



The Most Trusted Name in Electronics  
RADIO CORPORATION OF AMERICA





# ROPER

# WAREHOUSE BALANCING SALE!



*Come and get 'em!*

**ROPER GAS RANGES**  
*at special clearance prices!*

▶ **SAVE BIG DOLLARS NOW**  
*on both Roper Models shown*

▶ **Ask about the SPECIAL DEAL**  
*on these terrific values!*

▶ **Contact your Roper Representative**  
*for complete details, or write us direct.*  
**Ask about official order blank.**

**GEO. D. ROPER SALES CORP.**

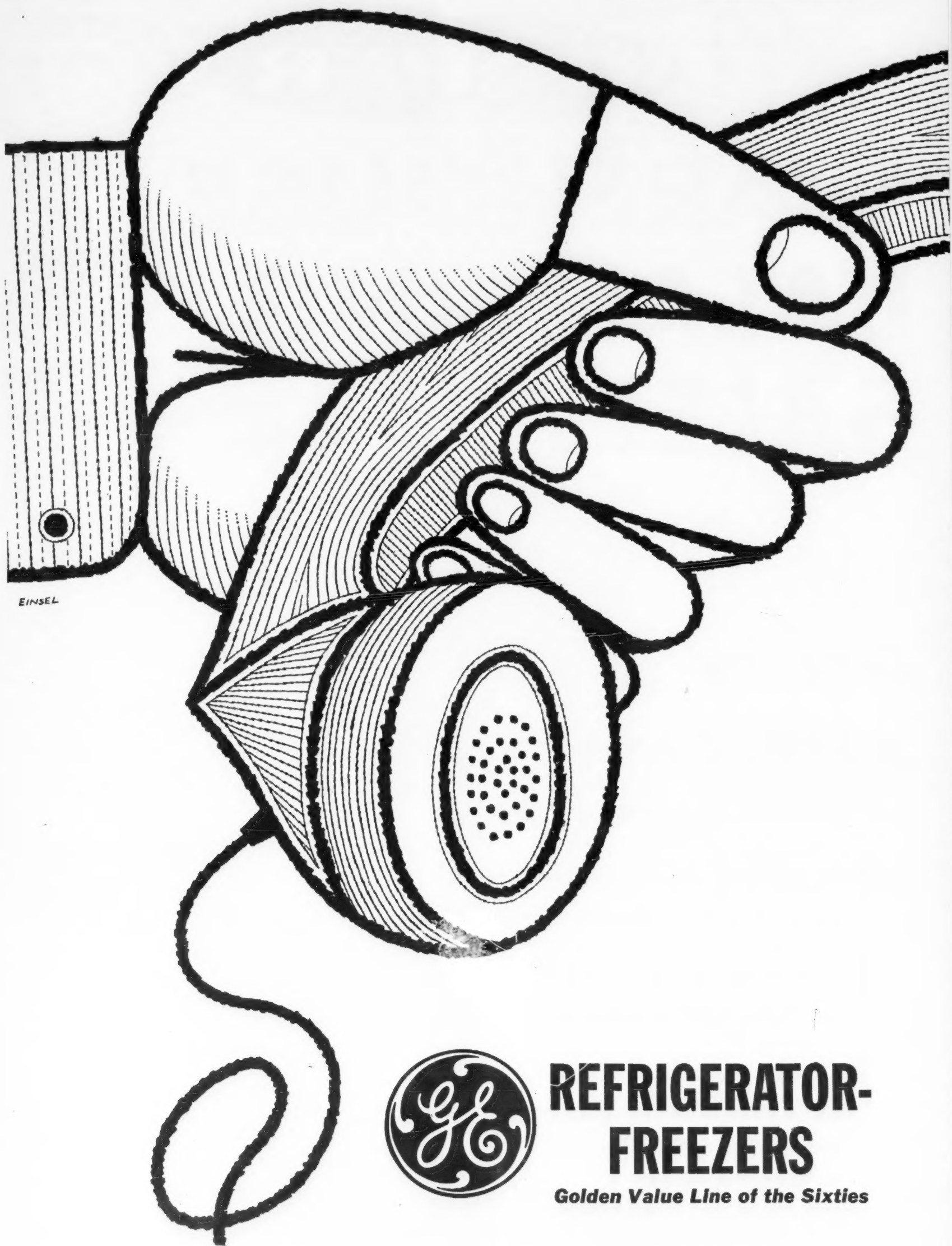
A subsidiary of Geo. D. Roper Corporation  
DEPT. EM, KANKAKEE, ILLINOIS



Roper Model  
A52E12



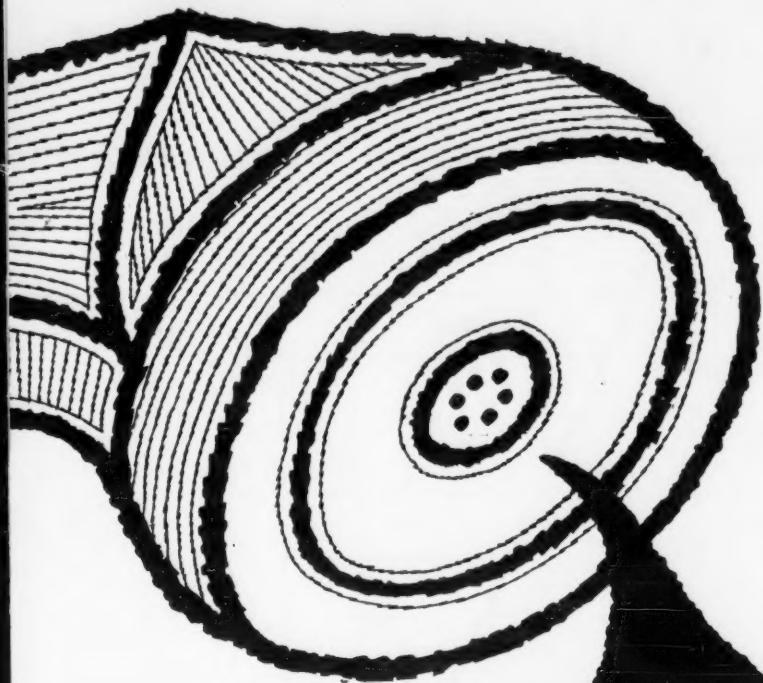
Roper Model  
A32E12



## REFRIGERATOR- FREEZERS

*Golden Value Line of the Sixties*





# YES, SIR— 1,050 PRIZES...

in the big, big, big  
national consumer contest  
being staged this summer by  
General Electric Refrigerators!

And there's more money-making news for  
you on the other end of this line where your  
General Electric Distributor  
is waiting with all the contest details.

Prizes? 50 first prizes.  
More than 1000 in all.

National advertising support? Sure.  
On the General Electric Theater,  
July 24 and August 21.

Local help? You bet. Advertising  
time-tabled to your peak selling season.

Promotion material?  
Everything you need to cash in.

Traffic in your store? Yes, sir.  
Customers will come to your store for an  
official entry blank. They'll ask about the  
Frost-Guard Refrigerator-Freezer—because  
that's what the contest is all about.

Go ahead. Make that call now to your  
General Electric Distributor.  
He'll give you all the help you need.

General Electric Company, Household Refrigerator Dept., Louisville 1, Ky.

Visit the General Electric exhibit at the Summer Furniture Market in Chicago, Space 1117,  
Merchandise Mart Building, for the full contest story.

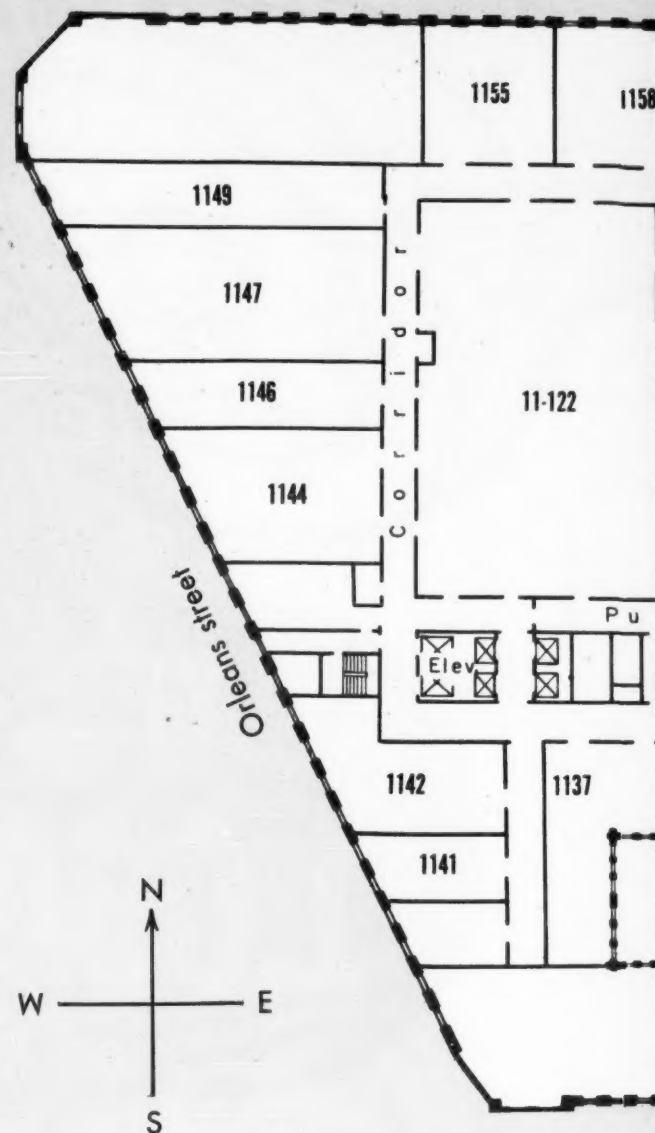
*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

# Where to Find Exhibitors at the Merchandise

Acme National Refrigerator Co.	1188	Hamilton Mfg. Co.	1175	Revco, Inc.	1137
Admiral Corp.	1191	Heil Quaker Corp.	1147	Roper, Geo. D., Corp.	1147
Amana Refrigeration, Inc.	1127	Hobart Mfg. Co., Kitchen-aid Home Dishwasher Div.	1180	St. Charles Kitchens	1162
American Motors Corporation, Kelvinator Div.	1124	Hotpoint	1120	Samuel Stamping & Enameling Co., Suburban Range Div.	1199
American Standard Corp. Youngstown Kitchens	1119	Ironrite, Inc.	11-117A	Speed Queen Div. McGraw-Edison Co.	1160
Athens Stove	1146	Kelvinator Div. of American Motors	1124	Sun Ray Stove Co.	1178
Atlas Tool & Mfg. Co.	1199	Leonard Div. American Motors	1124	Sylvania Home Electronics Div., Sylvania Elec. Products, Inc.	1149
Auerbach Sales Co.	1119A	Lewyt Corporation	1174	Tappan Co., The	1134
Barton Corp., The	1188	Lindemann, A. J., & Hoverson Co.	11-104	Thermador Electrical Mfg. Co., Inc.	11-104
Beauty Queen	1155	Magic Chef, Inc. Div. Dixie Products, Inc.	1167	Toastmaster Div. McGraw-Edison Co.	11-103
Ben Hur Mfg.	11-114	Magnavox Co.	1126	Toledo Desk & Fixture	1155
Berger Mfg. Div. of Republic Steel Corp.	11-116	Maytag Co., The	11-105	Waste King International	1164
Caloric Appliance Corp.	11-116A	McGraw-Edison Company Coolerator Div.	11-103	Wedgewood-Holly Ranges	1197
Carrier Corp.	840	Toastmaster Div.	11-103	Welbilt Corp.	11-114A
Central Steel and Rubber Corp.	1119A	Speed Queen Div.	1160	Westinghouse Electric Corp.	11-122
Columbia Broadcasting System (Record Div.)	1142	Monarch Washers	1119A	Whirlpool Corp.	1152
Coolerator Div., McGraw-Edison Co.	11-103	Monitor Equipment Co.	1123A	Woman's Friend Washers	1119A
Coppes, Inc.	1189	Motorola, Inc.	1170	Youngstown Kitchens Div. of American Standard Corp.	1119
Coppes-Nappanee Kitchens	1189	Murray Corp. of America Easy Laundry Appliances Div.	1168-9	Zenith Radio Corp.	1158
Crown Stove Works	1176	Mutschler Brothers Co.	1144		
Dearborn Stove Co.	1177	MZA Industries	11-115		
Detroit Jewel Stoves	11-115A	National Appliance & Radio TV Dealers Assn.	1141		
Dixie Products, Inc.	11-116	National Housewares Mfrs. Assn.	1130		
Easy Laundry Appliances Div. of the Murray Corp. of America	1168	Norge Division, Borg-Warner Corp.	234		
Florence Stove Co.	1147	Norris-Thermador Corp.	11-104		
General Electric Co. Appliance & Television Div.	1117	O'Keefe & Merritt Co.	1155		
Hotpoint Co. Div.	1120	Philco Corp.	1100		
Housewares & Radio Receiver Div.	1123	Preway, Inc.	1198		
Gibson Refrigerator Co., Div. Hupp Corp.	11-102	Quaker Mfg. Co.	1147		
		Radio Corporation of America	1154		

In addition to the exhibitors above, you'll find a whole group of electric housewares exhibitors with space on the 14th floor. A good general rule to follow: major appliances and TV on the 11th floor (plus Norge on 2 and Carrier on 8); housewares on 14.



## Simple Chicago Summer Survival

It's easiest said in a few words, "Keep cool." It's pretty easy to do, too, for appliance men visiting the Merchandise Mart's cool 11th floor. From air conditioned hotel to cab to the Mart in mid-June is not an onerous journey if you follow this advice.

There remains, of course, the standard hazard of the Market Week: Sore feet. The attractions this year of Buyer's Week at the International Trade Fair on Navy Pier will doubtless increase the numbers of barking dogs. The Pier is a long trek, too.

The old strategems still apply. Winter or summer, veterans never stand when they can sit, walk when they can ride. And they'll still change shoes at midday.

The long haul through the wonders of the Mart's 11th floor is best achieved slowly, with as few retracings as possible. The people you talk to start being happy to sit while talking about 11 o'clock on Monday. So sit.

The map on these pages is designed to help in this journey, not by showing you where everybody is (even if a lot of the numbers on the doors have changed), but truly as a chart to guide your route and to help make sure you don't miss anybody.

While actually at the Markets, a certain amount of substance is required. Coffee is probably the first thought, and a good one. The Maytag space remains the one sure oasis on the 11th floor of the Merchandise Mart. At the Furniture Mart, coffee is offered on the 17th floor, at Coke bars on many floors and in some spaces. Back at the Merchandise Mart, "boughten" coffee is plentiful on both the first and second floors, and nowhere else.

More serious food and beverage intake inside the Merchandise Mart is still best handled by being a key account and letting your major suppliers worry about it—this will mostly mean the M&M Club, either standing in line for the main dining room, or better yet, ducking into a private room for almost-family-style lunch.

Non-keys can do just fine at Henrich's on the main floor. If it's just a quick bite, the Mart offers six second-floor spots, and two besides Henrich's on the main floor.

Summer-time Chicago offers plenty to do once the business day is over. To that end, EM Week appends hereto a list of things going on, and a list of restaurants where you are sure to find good meals—you'll pay for them, but they will be good.

Baseball fans will be happy with the timing this year. Chicago's White Sox are in town all week, starting

tomorrow. They play Baltimore under the lights Tuesday and Wednesday, and finish the three-game series Thursday afternoon. On Friday, Boston comes to town for a night game; then they play in the sun Saturday and Sunday—a double header on Sunday.

Washington Park is open and so are the Pari-mutuels. If you'd rather have trotters, Sportsman's Park has 'em.

Big-name show biz folks are in town, though nothing like the winter season. At the Chez Paree, there's Eydie Gorme; the London House has Jack Teagarden; Mr. Kelly's has Mel Torme.

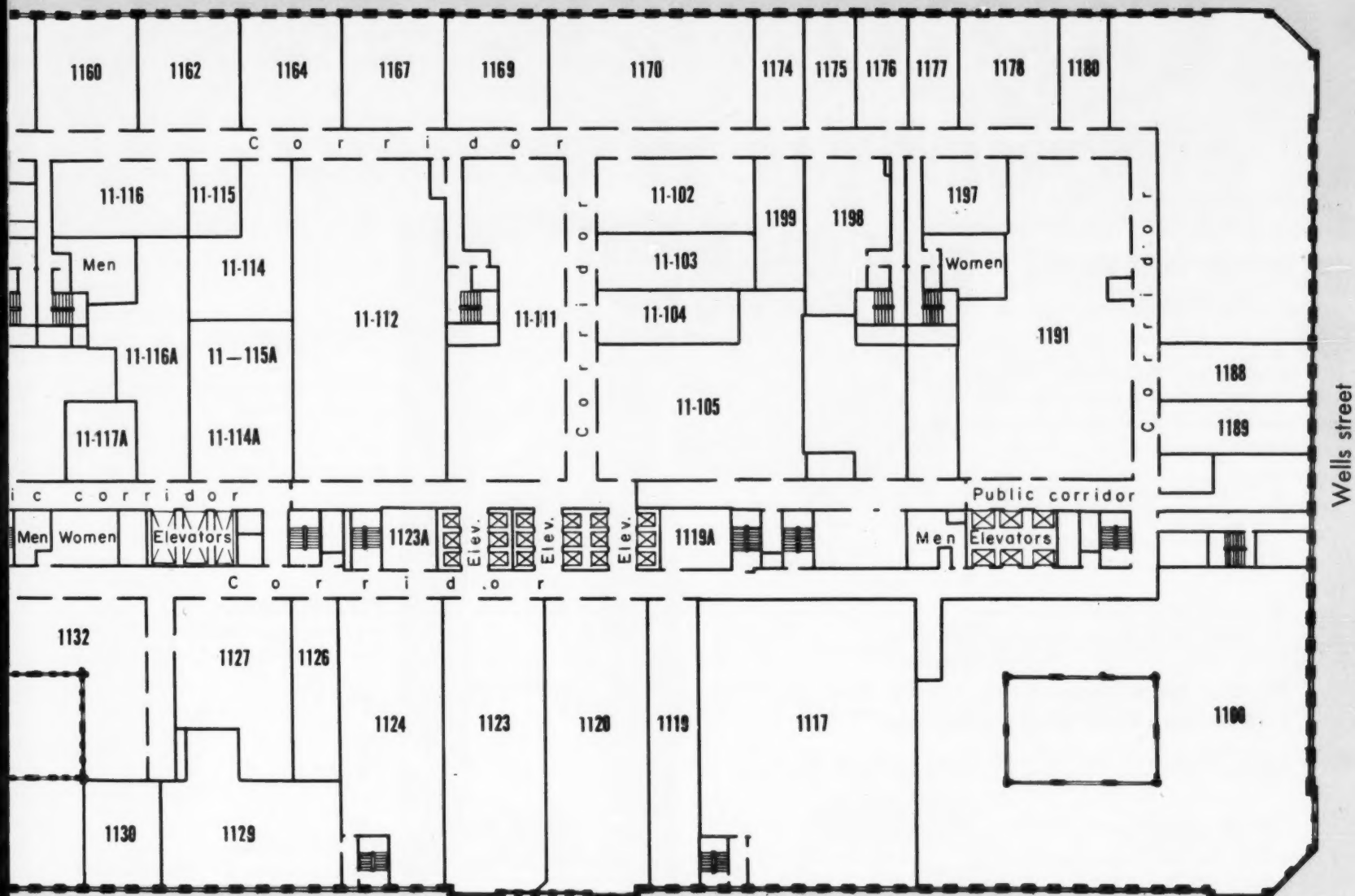
Non-big-name show biz is getting good play in Chicago these days. Two examples are The Gate of Horn, a folk music spot at Dearborn and Chicago Avenue and The Second City, in the 1800 block on North Wells, where what goes on is best described as a satirical review. This is the place you might have read about in "Time" magazine.

Market-timing could have been better for theater this year. There are just four shows going. Down-



# Mart

Kinzie street



MERCHANDISE MART PLAZA

town at the Schubert and in its last week, is the "The World of Suzie Wong." The other three are in summer theatres, all in the suburbs. At Melody Top in Hillside is John Raitt in "Oklahoma"; the Tenthouse in Highland Park has Guy Madison in "Golden Fleecing"; and Dorothy Collins is in "Carousel" at the Music Theatre, also in Highland Park.

Suburban trains can haul you to within walking distance of these.

**Other club entertainment** in town includes Chris Connor at the Tradewinds, Morey Amsterdam at the Cloister, Al Hirt at the Blue Note, and Jazz Ltd., old-line Dixieland club, has just moved in a new home four blocks east of its old location. (Jazz Ltd. still rests on Mondays.)

Eating in Chicago is no problem, of course, and the partial list that follows here is strictly made up of places that: (1) people talk about and (2) provide a good meal.

Beef-eaters will be happy at the Embers (downtown or on Walton Street in the near north), the Stockyards Inn, or George Diamond's Steak House (near the Hilton).

French cuisine is the specialty of

Jacques', Chez Paul and Teddy's L'Aiglon, all near north.

**While the latest statistics** are uncertain as to whether Chicago has more Italians than Rome, it runs a fair race on Italian restaurants. Best-known close-by spot is Riccardo's on Rush Street near the Wrigley Building. Here, besides a full Italian menu, is a sidewalk cafe for early evening drinks. Little-known Blackie's at Clark and Polk (on the second floor, yet) has top-rated food, continental service. Others—and there are hundreds—range from pizza joints to very high-level.

Seafood is not Chicago's top specialty, but there are several restaurants that are noted for their marine bill of fare. These include the Well of the Sea at the Sherman; the Boston Oyster House of the Morrison Hotel; the Cape Cod Room of the Drake; and Ireland's on the near north side.

More exotic menus are fast coming up in Chicago. There are two Japanese restaurants—the Azuma and Nake-No-Ya—close in. The Cafe Azteca on North Avenue

(about 300 west) has good Mexican food. The Scheherazade serves Arabian food.

And of course, some people consider Cantonese-Polynesian food exotic. For this style of dining, and for plenty of atmosphere, there are Shangri-La, on the edge of the loop; the Trader's in the Palmer House, and Don the Beachcomber's in the Rush Street area.

**Getting around town** is simple on an expense account. You merely grab a cab and tell the man where you want to go. He then pulls the flag on the meter, which costs you 35 cents, and then it goes up a dime every 1/5th of a mile. There is a 20-cent extra charge for each other passenger, and the driver has to punch a little button to register these. Some drivers add 'em in the beginning; some wait till the end of the trip, but they should only do it once.

If you get in a cab and tell the man your destination, he has to take you there, whether he has a sick mother or is on his way in to the garage, or whatever.

There is also, of course, public

transportation. This costs twobits for anywhere the trains or buses run. The elevated train that runs by the Merchandise Mart is on the Ravenswood line, and ties to the subway system only by transferring in the Loop (that is, getting off and going down to street level and then down to the subway clutching your little transfer) or by taking a train north to Fullerton and then transferring (this time by walking across a platform) to a north-bound "subway" which at this point runs on elevated tracks. Rapid Transit—the subway and the "El"—is the quickest way around Chicago. Subways run north and south and northwest (the Dearborn Street subway). And Els run west, to a different part of the northwest and all over the south side.

**Surface transportation** which means buses, are run on numbered routes, and even natives have problems. Best bet: Wait and ask the driver of the first bus that comes along. You can tell a bus stop by either a small sign that says so, or a broad white stripe painted high around a street-light pole.

# SPECTACULAR! 8-PAGE, 4-COLOR JULY INSERT

## IN CORONET PACES THE WAY TO PROFITS WITH *Amana*.

### AN EXCITING SALES-BUILDING PACKAGE WITH...

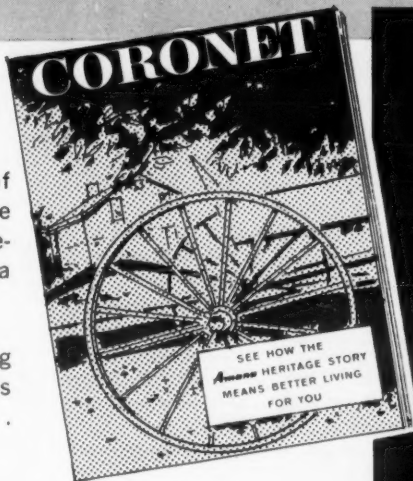
- ★ An Interest-packed Story of Amana Which Couples the Exclusive Amana Heritage to a Full Dress Presentation of the Complete Amana Line!
- ★ An 8-page Spectacular Sparkling with Brilliant Four Color Illustrations . . . Fast-reading Editorial Style . . . in the July Coronet Issue!
- ★ Covering a Total Combined Readership of 12 Million People!

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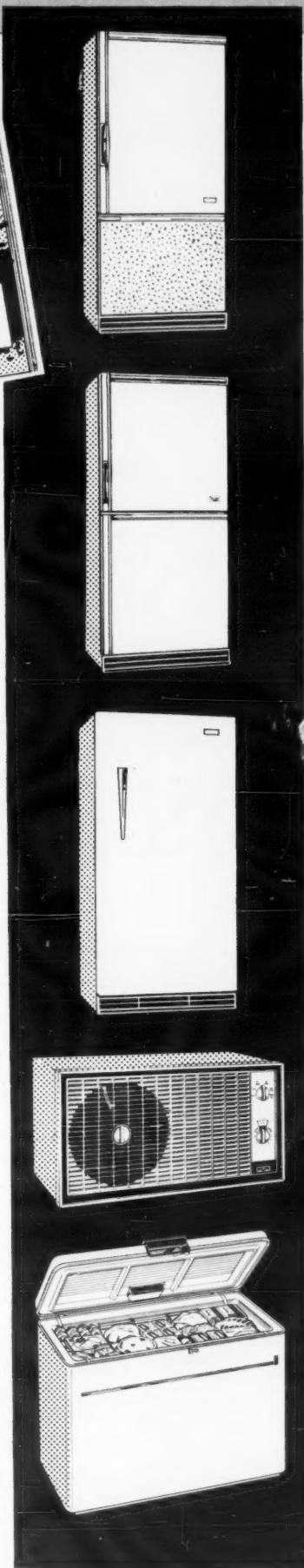
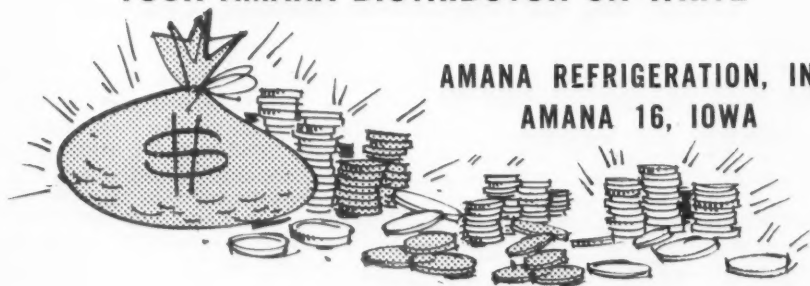


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**AMANA REFRIGERATION, INC.  
AMANA 16, IOWA**



### *Amana*

**Free-O'-Frost Freezer-Plus-Refrigerator**—“Top-of-the-line” beauty and performance in several feature-packed models. Only Amana gives you contact freezing and the exclusive Amana Frost-Magnet . . . to keep food fresher, safer, longer . . . end defrosting forever. Also available in Stor-Mor Freezer.

### *Amana*

**Freezer-Plus-Refrigerator**—It's America's finest 2-in-1 appliance . . . only 32" wide. All food in freezer is on or below fast freezing shelves, so it freezes up to 2½ times faster than ordinary methods. A complete range of models to meet the size and need of every family.

### *Amana*

**Upright Freezers**—America's greatest freezer values. Every shelf is a fast freezing surface. Maintains an even “zero” temperature. A range of models from the Free-O'-Frost Freezer to the famous Amana Stor-Mor Freezer, to the new pace-setting Deluxe, America's finest for quality and performance.

### *Amana*

**Room Air Conditioners and Heat Pumps**—21 models with extra features at no extra cost: 4-Way Rust-proofing, inside and out. 8-Way Silencing. Certified Cooling Capacity. Full line selling with a size and model for every need, every climate.

### *Deepfreeze®*

**America's Biggest Name in Chest Type Freezers**, Deepfreeze Made Only by Amana provides: Extra Performance, Extra Durability, Extra Space. Plus the Famous Deepfreeze Double Warranty on the freezer and the food in it. 3 models.





A Quick Check of **BUSINESS TRENDS**

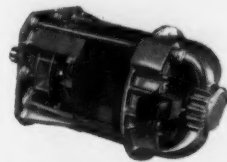
	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.2	18.1	17.9	1.7% up* (March 1960 vs. March 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	327	336	332	1.5% down (March 1960 vs. March 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	281	285	282	0.4% down (March 1960 vs. March 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	27	34	28	3.5% down (May 1960 vs. May 1959)
<b>HOUSING STARTS</b> (thousands)	110.4	97.0	142.2	22.3% less (April 1960 vs. April 1959)
<b>AUTO OUTPUT</b> (thousands)	141.8**	115.1**	127.0**	11.7% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	66,159	64,267	65,012	1.8% up (April 1960 vs. April 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960

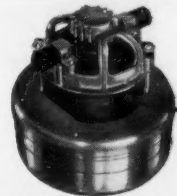
\*\*Figures are for week ending June 11, 1960 and preceding week (revised).

+Figures are for quarters

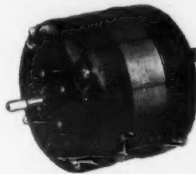
++Federal Reserve Bulletin figures (revised)



Skeleton frame motor for vegetable juicer. Frame 3 3/4 x 1 1/4



1/2 Horsepower motor with two-stage fan—the standard for high performance domestic canister-type cleaners



Four-pole permanent split capacitor motor for fan drives, such as hair dryers. Frame 4 1/2 x 1 1/4

YOU CAN FEATURE  
**MOTOR PERFORMANCE**  
when the appliance is powered with a...



Today's value-conscious customers are interested in knowing why your motor operated appliances are a better buy. When the appliance is powered with a Lamb Electric Motor, you can tell them about the outstanding performance of the motor — it's quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for 45 years. This is a good point to keep in mind when you are selling . . . and buying motor operated appliances.

THE **Lamb** ELECTRIC COMPANY  
KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric — Division of Sangamo Company Ltd. — Leaside, Ontario

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	Apr.	50,700	40,200	+26.12
	4 Mos.	189,000	159,300	+18.64
<b>DRYERS, Clothes, Electric</b>	Apr.	35,659	43,945	-18.85
	4 Mos.	240,680	260,630	-7.65
Gas	Apr.	17,554	23,807	-26.27
	4 Mos.	122,708	130,050	-5.65
<b>FOOD WASTE DISPOSERS</b>	Apr.	61,200	63,200	-3.16
	4 Mos.	240,300	232,300	+ .44
<b>FREEZERS</b>	Apr.	105,800	112,900	-6.29
	4 Mos.	368,600	403,700	-8.69
<b>PHONOGRAPHS, Monaural</b>	Mar.	63,264	119,075	-46.87
	3 Mos.	272,518	468,095	-41.78
Stereo	Mar.	242,523	168,117	+44.26
	3 Mos.	908,518	534,203	+70.07
<b>RADIOS, Home-Portable-Clock (production)</b>	Week June 3	152,026	145,448	+ 4.52
	22 Weeks	4,402,973	3,561,925	+23.61
<b>RADIOS, Automobile (production)</b>	Week June 3	107,090	131,156	-18.35
	22 Weeks	2,828,324	2,393,458	+18.17
<b>TELEVISION (production)</b>	Week June 3	87,977	119,089	-26.12
	22 Weeks	2,534,736	2,329,439	+ 8.81
<b>REFRIGERATORS</b>	Apr.	294,000	301,000	-2.33
	4 Mos.	1,201,200	1,197,100	+ .34
<b>RANGES, Electric—Standard</b>	Apr.	68,300	79,700	-14.30
	4 Mos.	305,000	347,100	-12.13
Built-in	Apr.	58,700	56,400	+ 4.08
	4 Mos.	235,100	217,000	+ 8.34
<b>RANGES, Gas—Standard</b>	Apr.	128,000	136,600	-6.30
	4 Mos.	515,600	545,300	-5.45
Built-in	Apr.	29,900	29,100	+ 2.75
	4 Mos.	106,300	92,700	+14.67
<b>VACUUM CLEANERS</b>	Apr.	278,391	317,402	-12.29
	4 Mos.	1,171,122	1,177,871	- .57
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Apr.	175,983	202,259	-12.99
	4 Mos.	843,899	903,836	-6.63
Wringer & Spinner	Apr.	59,845	72,113	-17.01
	4 Mos.	235,769	286,521	-17.71
<b>WASHER-DRYER COMBINATIONS</b>	Apr.	10,404	11,507	-9.59
	4 Mos.	59,433	65,222	-8.88
<b>WATER HEATERS, Electric (Storage)</b>	Apr.	53,300	71,100	-25.04
	4 Mos.	237,600	284,200	-16.40
<b>WATER HEATERS, Gas (Storage)</b>	Apr.	214,000	261,300	-18.10
	4 Mos.	890,800	1,053,100	-15.41

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

# Gigantic

is the word for  
**DOMINION'S**  
Showtime  
Spectacular  
(coming July 11)

There are  
**plus profits**  
in Paragon  
appliance  
timers



Write:

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TIME IS MONEY — CONTROL IT WITH PARAGON



Thousands of homemakers  
are clamoring for it!

THE ORIGINAL  
**no-Knot.**  
HEAT-APPLIANCE  
**COILED CORD**



**Now you can provide them with this  
added convenience...increase sales, too.**

Extra-heavy Neoprene jacket. Permanent flexing qualities. Extra thick insulation. Cord resists food chemicals, odors and may be wiped clean without damage to coil action. Available with miniature UL appliance plug, standard UL appliance plug, or tight fitting factory applied eyelets for internally wired appliances. New "snug plug" blades hold firmly in outlet.

**\*APPLIANCE REPAIR  
SERVICE CENTER**

Don't just repair that appliance... sell her a coiled cord at the same time and increase your profit on every service sale. Individually packaged. Ask your supplier or contact Cords Limited today!

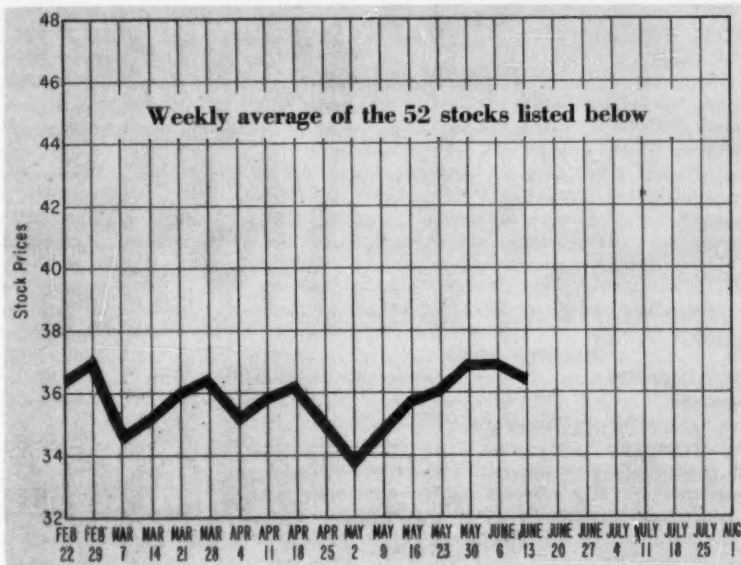
**\*APPLIANCE  
MANUFACTURER**

Add this proven extra to the sales appeal of your appliances. No need to re-design appliances in any respect. Write for samples or see your Cords Limited application engineer!



**CORDS LIMITED**  
DIVISION ESSEX WIRE CORPORATION  
DeKalb, Illinois

**TAKING STOCK** A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1960 HIGH	1960 LOW	CLOSE JUNE 6	CLOSE JUNE 13	NET CHANGE
NEW YORK EXCHANGE					
Admiral	23 <sup>7</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>4</sub>	17 <sup>3</sup> / <sub>8</sub>	17	— 3 <sup>1</sup> / <sub>8</sub>
American Motors 1	29 <sup>1</sup> / <sub>2</sub>	22 <sup>1</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>2</sub>	24 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Arvin Ind. 1	27 <sup>1</sup> / <sub>2</sub>	21 <sup>1</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Borg Warner 2	48 <sup>1</sup> / <sub>2</sub>	36 <sup>1</sup> / <sub>4</sub>	38 <sup>1</sup> / <sub>8</sub>	38 <sup>1</sup> / <sub>2</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Carrier 1.60	41 <sup>3</sup> / <sub>4</sub>	29 <sup>3</sup> / <sub>4</sub>	32 <sup>1</sup> / <sub>4</sub>	30 <sup>3</sup> / <sub>8</sub>	— 2 <sup>1</sup> / <sub>8</sub>
CBS 1.408	45	36 <sup>3</sup> / <sub>8</sub>	44 <sup>1</sup> / <sub>4</sub>	43 <sup>3</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>2</sub>
Chrysler 1A	71 <sup>1</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>8</sub>	50	49 <sup>1</sup> / <sub>2</sub>	— 1 <sup>1</sup> / <sub>2</sub>
Decca Records 1.20	33 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>8</sub>	31	— 1 <sup>1</sup> / <sub>8</sub>
Emerson Electric 1	49 <sup>1</sup> / <sub>2</sub>	33	46 <sup>1</sup> / <sub>4</sub>	46 <sup>5</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Emerson Radio .50F	18 <sup>3</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>8</sub>	—
Fedders 1	20 <sup>3</sup> / <sub>8</sub>	16 <sup>7</sup> / <sub>8</sub>	20	19 <sup>3</sup> / <sub>8</sub>	— 5 <sup>1</sup> / <sub>8</sub>
General Dy. 2	53 <sup>3</sup> / <sub>8</sub>	38	42	43 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
General Elec. 2	99 <sup>7</sup> / <sub>8</sub>	84 <sup>5</sup> / <sub>8</sub>	93 <sup>1</sup> / <sub>2</sub>	95 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
General Motors 2	55 <sup>7</sup> / <sub>8</sub>	43	44 <sup>1</sup> / <sub>2</sub>	44 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
General Tel & El .76 new	34 <sup>1</sup> / <sub>8</sub>	27	31 <sup>1</sup> / <sub>4</sub>	31 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Hoffman Elec. .60	27 <sup>5</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>8</sub>	23 <sup>1</sup> / <sub>2</sub>	21 <sup>7</sup> / <sub>8</sub>	— 1 <sup>5</sup> / <sub>8</sub>
Hupp CP. 3/8F	13 <sup>1</sup> / <sub>4</sub>	8 <sup>7</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Magnavox 1	55	31 <sup>3</sup> / <sub>4</sub>	51 <sup>1</sup> / <sub>8</sub>	50 <sup>1</sup> / <sub>2</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Maytag 2A	44 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>4</sub>	36 <sup>1</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>2</sub>	— 5 <sup>1</sup> / <sub>8</sub>
McGraw-Edison 1.40	45 <sup>3</sup> / <sub>4</sub>	36 <sup>3</sup> / <sub>4</sub>	38 <sup>1</sup> / <sub>8</sub>	37 <sup>1</sup> / <sub>4</sub>	— 7 <sup>1</sup> / <sub>8</sub>
Minn. M&M N.60	77	65	219	76	New listing
Montgomery Ward 2	55 <sup>3</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>8</sub>	43 <sup>7</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>2</sub>	— 1 <sup>3</sup> / <sub>8</sub>
Monarch .2EO	19 <sup>7</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>2</sub>	12 <sup>3</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Motor Wheel 1	23 <sup>1</sup> / <sub>4</sub>	15	15 <sup>3</sup> / <sub>8</sub>	16	+ 5 <sup>1</sup> / <sub>8</sub>
Motorola 1.50	194 <sup>1</sup> / <sub>4</sub>	140	178 <sup>1</sup> / <sub>2</sub>	184 <sup>1</sup> / <sub>4</sub>	+ 5 <sup>3</sup> / <sub>4</sub>
Murray CP	28 <sup>3</sup> / <sub>4</sub>	24 <sup>3</sup> / <sub>4</sub>	26 <sup>7</sup> / <sub>8</sub>	27 <sup>7</sup> / <sub>8</sub>	+ 1
Philco 1/4G	38 <sup>1</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>8</sub>	32	32	—
R.C.A. 1B	78 <sup>3</sup> / <sub>8</sub>	59 <sup>1</sup> / <sub>2</sub>	74 <sup>7</sup> / <sub>8</sub>	77	+ 2 <sup>1</sup> / <sub>8</sub>
Raytheon 2.37T	53 <sup>3</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>2</sub>	40 <sup>7</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Rheem .60	28 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	21 <sup>3</sup> / <sub>8</sub>	20 <sup>5</sup> / <sub>8</sub>	— 1
Ranson .60	12	9 <sup>3</sup> / <sub>4</sub>	9 <sup>7</sup> / <sub>8</sub>	10	+ 1 <sup>1</sup> / <sub>8</sub>
Roper GD	21 <sup>1</sup> / <sub>2</sub>	14 <sup>1</sup> / <sub>8</sub>	19	17 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>7</sup> / <sub>8</sub>
Schick	16 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>2</sub>	11	11 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Siegler Corp. .2OR	43	29 <sup>1</sup> / <sub>4</sub>	39 <sup>1</sup> / <sub>2</sub>	39	— 1 <sup>1</sup> / <sub>2</sub>
Smith A. O. 1.60A	53 <sup>3</sup> / <sub>8</sub>	34 <sup>5</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>4</sub>	39 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>3</sup> / <sub>4</sub>
Sunbeam 1.40A	64 <sup>1</sup> / <sub>2</sub>	50 <sup>1</sup> / <sub>2</sub>	53 <sup>1</sup> / <sub>4</sub>	53	— 1 <sup>1</sup> / <sub>4</sub>
Welbilt .10G	7 <sup>7</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>	5 <sup>5</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Westinghouse 1.20	65	45 <sup>1</sup> / <sub>2</sub>	61	65	+ 4
Whirlpool 1.40	34 <sup>3</sup> / <sub>8</sub>	23 <sup>7</sup> / <sub>8</sub>	23 <sup>3</sup> / <sub>4</sub>	24 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Zenith 1.60	116	89 <sup>1</sup> / <sub>8</sub>	114	120 <sup>1</sup> / <sub>4</sub>	+ 6 <sup>1</sup> / <sub>4</sub>
AMERICAN EXCHANGE					
Casco Pd. .30G	10	6 <sup>3</sup> / <sub>4</sub>	9 <sup>5</sup> / <sub>8</sub>	9 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Century Elec. 1/2	9 <sup>7</sup> / <sub>8</sub>	7 <sup>3</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	—
DuMont Lab.	10 <sup>1</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub>	9 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Herold Rad.	7 <sup>7</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>8</sub>	4 <sup>5</sup> / <sub>8</sub>	4 <sup>3</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>4</sub>
Ironrite .25T	10	6 <sup>7</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub>	8 <sup>3</sup> / <sub>4</sub>	— 1 <sup>3</sup> / <sub>4</sub>
Lamb. Ind.	9 <sup>5</sup> / <sub>8</sub>	4 <sup>5</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>8</sub>	— 3 <sup>1</sup> / <sub>8</sub>
Muntz TV	6 <sup>1</sup> / <sub>2</sub>	4	4 <sup>3</sup> / <sub>4</sub>	4 <sup>3</sup> / <sub>4</sub>	—
National Presto	12	10 <sup>5</sup> / <sub>8</sub>	11 <sup>7</sup> / <sub>8</sub>	12	+ 1 <sup>1</sup> / <sub>8</sub>
Proctor-Silex	9 <sup>1</sup> / <sub>8</sub>	5 <sup>5</sup> / <sub>8</sub>	8 <sup>5</sup> / <sub>8</sub>	8 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	5 <sup>3</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>4</sub>	—
Traveler Radio	—	—	8 <sup>1</sup> / <sub>2</sub>	8 <sup>5</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Webcor	—	—	11 <sup>1</sup> / <sub>2</sub>	11 <sup>1</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>4</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Notable gains among the electronic stocks highlighted this week's trading. Although the average dropped one half point to 36<sup>1</sup>/<sub>4</sub>, many of EM Week's 52 key stocks marked increases. Among those showing gains were Zenith, Motorola, RCA, Hoffman elec. and Whirlpool. Losses were minimal. Carrier, at minus 2<sup>1</sup>/<sub>8</sub>, led the de-

clining issues of which only five stocks dropped more than a point. Minn. M&M consistently active and showing no indication of a dropping off, announced a 3 for 1 stock split effective May 20 with new shares being offered June 10. American Motors was the market's active issue on June 13, trading over 70,000 shares.



# IN FROST-CLEAR COMBINATIONS AND FREEZERS

# GIBSON MOVES MILES AHEAD!

30th in a series of weekly Gibson messages to all appliance dealers.

## FIRST FROM GIBSON

A line of Frost-Clear products realistically priced for volume selling in today's market!

## FIRST FROM GIBSON

Exclusive single-coil evaporator system — engineered for simplicity and service-free performance!

## FIRST FROM GIBSON

Market time Frost-Clear specials — priced a year ahead of industry — for mass selling today!

## ONLY FROM GIBSON!

A bold new Frost-Clear drive backed by a matchless record of 23 months' consecutive sales gains!

MOVE MILES AHEAD IN FROST-CLEAR —

**get going...get**

# Gibson

Gibson Refrigerator Division, HUPP Corporation, Greenville, Michigan

SHOP WHERE YOU WILL, WHO YOU WILL — YOU CAN'T MATCH THESE GIBSON FROST-CLEAR SPECIALS!



**MODEL 165 DELUXE FROST-CLEAR COMBINATION SPECIAL** Brand-new and blistering hot! Giant 16.5 cu. ft. Frost-Clear Combination created to compete with conventional units.

Separate temperature controls for freezer and refrigerator, 162 lb. freezer section, adjustable shelf, Press-Toe door opener, new Blue Porcelain interior. Right and left-hand door models.



**MODEL 169 SOVEREIGN FROST-CLEAR COMBINATION STEP-UP** Already a volume seller — now with a new low price tag! Convenient Swing'r shelf, Swing'r freezer basket, foldaway small item shelves, Press-Toe door opener, adjustable door racks, two 15 qt. porcelain crispers. 169 and 165 make sales for each other on your floor!



**MODEL 415 14.00 CU. FT. FROST-CLEAR UPRIGHT FREEZER** Frost-Clear is now a *must* for volume freezer merchandising, and you get it from Gibson for little more than conventionals! Zero Fan Freezing, adjustable door shelves and juice rack cans, signal light and Food Protection Plan. Capacity: 490 lbs.



*A  
beautiful,  
unforgettable  
half*

Once in a blue moon, or a blue half-moon, does a magazine shine as brightly in advertising leadership as McCall's does now. During the first six months of 1960, McCall's has climbed to an all-time high in advertising revenue—continuing its lineage leadership eclipse in the women's service field. The actual ap-

pliance advertising increase over last year? 31.3% ahead in revenue, 24.8% up in lineage. Add to this 16 solid months of spectacular circulation gains at the newsstand—and it's clear that McCall's is waxing stronger than ever at the half. Discover the magical moonlike pull of *McCall's: First Magazine For Women*.